TECHNOLOGY DEPARTMENT

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WORLD'S GREATEST BUILDING PAPER



THIS ISSUE Cavalcade of Homes

Builders' Group Stages Mass Demonstration

double-waterproofed

The Exclusive Celotex Way



WATERPROOFED INSIDE!

Every one of the millions of tough cane fibres which make up its insulating core board is impregnated with a waterproofing agent during manufacture.

HERE'S PROOF of the kind of performance that has made Celotex the Greatest Name In Insulation. In a recent letter, Mr. A. J. McMullin, President of the Olean Lumber & Supply Corp., Olean, N. Y., wrote:

"Our Company applied the regular ½" Celotex Board on the exterior of our mill in 1922. No siding of any kind was applied over the Celotex Board, and consequently it has been subjected to all kinds of weather, including rain, snow, summer sun, and even a flood, when the Allegheny River went on rampage in 1942. It has given very satisfactory service for 27 years and we have no intention of replacing it, as it is still in good condition and as good as anything we could replace it with."

WATERPROOFED OUTSIDE!

This remarkably strong, durable insulating board is then coated on both sides, and on all edges, with a thick, enduring "raincoat" of specially-treated asphalt which seals out moisture.

- ★ Yes, double-waterproofed, yet it has more than twice the vapor permeability advocated by government agencies!
- ★ Safe even under severe exposure during construction! Even a edges are highly resistant to moisture penetration.
- ★ Enables contractor to resume work more quickly after the heaviest rain, thus cutting costly delays.
- ★ Protected against dry rot, termites, and fungus by the exclusive Ferox process.
- ★ Combines exceptional structural strength and rigidity with hip thermal insulation.
- * Builds and insulates, all at one low cost.
- * Yet costs no more than ordinary sheathing.
- ★ Write today for full details!

Double-Waterproofed



THE CELOTEX CORPORATION . CHICAGO 3, ILLINOIS

CELOTEX INSULATING SHEATHING



Win your Prospects with CONTROLLED VENTILATION

WHICH IS THE RIGHT WINDOW TO USE?

For maximum economy
— Type 2414N.
Meets most residential needs. For all general locations.
One swing leaf provides 50% opening.





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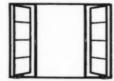
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For maximum ventilation—Type 2424. Provides 100% opening. Costs more than Type 2414N because it has two ventilators with Roto-Adjusters.



For maximum view—Type 4424. Picture window, plus ventilation.

Fenestra's many types and sizes provide a *right* window for every need in the home.

Ever see someone cup his ear to catch a sound? That same principle will sweep the softest murmur of a breeze into the homes you build. Make them even more appealing to comfort-conscious buyers.

Twirl the geared Roto-Adjuster of a Fenestra* Steel Window. Then feel the breeze brush your face as the swing leaf catches the air and guides it in. Let your prospect try it—there's a lot of salesmanship in that little breeze.

Fenestra Casements never stick—because they're steel. They never warp or swell—because they're steel. They are washed and screened and storm-sashed from inside—because they're Fenestra.

And because they're Fenestra, they cost less to buy and to install. Standardization streamlines production... simplifies installation.

Frame and sash are assembled, Bonderized against rust and prime-painted—all at the factory. Fine hardware is supplied with each unit.

There's a right Fenestra Window for every spot in the house... over the sink or buffet... corner windows... a sweep of window wall in the sun porch. Fenestra's residence line is complete. See your nearest Fenestra dealer for types and sizes, or write to Detroit Steel Products Company, Dept. AB-6, 2260 E. Grand Boulevard, Detroit 11, Michigan.





Use Upson Panels! Anchor them securely From The Back with this amazing UPSON FLOATING FASTENER

It is the most ingenious device ever invented for applying wall and ceiling panels!

It is the only fastener that enables you to apply large size wall panels without visible face nailing ... the only fastener that enables you to build truly seamless—truly crackproof walls... the only fastener designed to compensate for normal structural movement.

You have no nails to countersink! No nail holes to fill! No joints to tape! Carrying capacity of the Fasteners, applied according to directions, actually is 12½ times the weight of Upson Strong-Bilt Panels.

Cracked ceilings are everywhere! Avoid them in the homes you are building! Thousands of new homes have been built with Upson Strong-Bilt Panels. Thousands more are under construction now. Let us show you some of the amazing things you can do with Upson Floating Fasteners. Send the coupon below for easy-to-follow Instruction Sheets. They're free—can give you a score of new ideas!



It is so simple! Nail Fasteners to stude in new construction. Fastener prongs enter back of panel and clinch.



THE UPSON COMPANY

516 Upson Point, Lockport, New York

Without obligation, please send me Instruction Sheet showing how to use Upson Floating Fasteners for <u>re-covering cracked plaster</u> applying walls and ceilings in a new home <u>applying Upson Dubl-Thik Fibre-Tile.</u>

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ONE LOOK TELLS THE STORY! ONE LOOK SELLS THE SIGN!

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IN THIS SUPER-SELLING DISPLAY CASE



Nu-LUME "MAIL BOX" ASSORTMENT

132—11/4" Numbers 324—11/4" Letters

72—Periods 12-Commas

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THEIR OWN SIGNS IN ONLY A FEW MINUTES! This novel, attractive display case is yours FREE with your introductory order of Nu-LUME All-Purpose Signs assortment. Looks like a real mail box and has a sample sign on top . . . but it actually holds all your stock. Acts as a display and stockroom all in one. Can be set anywheretakes only 81/2" x 18" space. Contains packaged mounting board sets, L-shaped brackets for mounting when needed, brilliant Nu-Lume reflecting numbers and letters, solid bronze nickel plated pins for installing.

Every season is the selling season for Nu-LUME All-Purpose Signs, 50 order your complete assortment now and put this super-selling display case to work at once!



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FOR HALL WAYS

FOR LAWNS

ORDER NOW! YOUR ORDER WILL BE SHIPPED SAME DAY RECEIVED!

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Publisher's Page



Too Little Middle Class Opposition to Socialism

DERHAPS there is nothing about the progress of socialism in countries such as Great Britain and her English speaking dominions, France and the United States, that is so difficult to understand as the weak resistance or the lack of resistance offered to it by owners of property. Complete socialism is government ownership and management of property. Every policy which increases government ownership of property or increases taxation or government control of privately-owned property increases the momentum of the "creeping socialism" which is threatening to engulf private property and private enterprise in almost every country in which they are not menaced by communism.

This writer formerly believed and contended that socialism would never be established in any country except by force. This was because in all countries where a large accumulation of wealth had occurred, the great bulk of the property was owned by a large middle class; and the writer believed this intelligent and powerful middle class would, if other means of resistance failed, resort to force to protect its property from confiscation.

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That expectation is not being fulfilled. Every day in this and other countries government policies are being adopted which are promoting socialism by both confiscating private property and increasing government ownership of property. And the paradox of the thing is that most, or at least many, private owners of property are helping promote the policies by which all property owners, and especially the middle class which directly and indirectly owns the great bulk of all property, are being liquidated.

Why is the middle class not offering the resistance to its destruction by socialistic policies which this writer formerly believed that it would? It is because most of the middle class is showing less intelligence regarding its self-interest than was anticipated, and consequently is enabling those promoting socialistic policies to buy middle class support with subsidies derived mainly or wholly from taxes paid by middle class people.

In this country the great preponderance of the middle class population lives in non-metropolitan cities, in the towns and on the farms. The American farmer who owns and operates his farm always has been the finest type in the world of middle class property-owner and citizen, and should be the backbone of middle class opposition to socialism because he has the most to lose by it. But fear of the farmer's opposition is causing the promoters of socialist policies steadily to increase the bribes they offer him. Their latest effort to win him over is a plan emanating from the Secretary of Agriculture which is obviously designed to capture both the labor vote and the farm vote for the socialistic policies of Truman's so-called "Fair Deal." Under the Secretary of Agriculture's plan the government would let the *prices* of farm products decline in accordance with supply and demand so that consumers could buy them cheap, but would at the same time give the farmer a subsidy from the taxpayers sufficient to assure him a "fair return" on the value of his property. Thus, all individuals and corporations subjected to taxation by the Federal government would be taxed both to give the farmers a "fair return" and everybody else farm products at low prices.

The Secretary of Agriculture and other proponents of this new plan have declined to estimate how many billions of dollars a year it would cost, and nobody can make any rational estimate because the data necessary for making a rational esti-mate do not exist. The mere fact that such a plan has been proposed is, however, highly significant. It is a bold effort to buy the support of the farmers as well as the working class. And it illustrates the most important reason why so many middle class property owners help promote the progress of socialism. This reason is that they allow themselves to be bought with specific socialistic policies that they are convinced will benefit them, in total disregard of the plain fact that adoption of all the specific socialistic policies being promoted for the ostensible benefit of different classes would establish complete socialism and accomplish first the political and economic ruin of the middle class, and then the political and economic ruin of all classes.

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Samuel O. Drun,

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GENE



When you place your forms for the foundation, nail a wood strip on each side of your opening to provide vertical rebates. Strip forms, lower attached fins of Ceconomy Bosement Window into rebates. Plumb and level. Grout with concrete.

After the window has been erected, it is a simple matter for the home owner to affix his basement window screens with only two screws. The screen goes on the outside, does not interfere with the operation of the ventilator.

SAMMY CECONOMY tells how to do it!

The storm panel is placed on the outside over the screen, making the screen self-storing. Two simple clips hold the storm panel rigidly in place. Interchangeable—no matching of storm panel to window, no fitting each season.

In construction products CECO ENGINEERING

with CECO'S CECONOMY Basement Window

You get four-way economy from start to finish with Ceco's famous Ceconomy Basement Window and the new Combination Screen and Storm Panel. Here's a case where low original cost is matched by savings in installation, performance and maintenance:



1 ECONOMICAL TO BUY-Engineered quality at a price-about \$3.60 for the 2 light 15" x 12" window alone. About \$5.00 for the Combination Screen and Storm Panel. Slightly higher west of Mississippi and in South.



integral Guide and Fin Riveted to Window

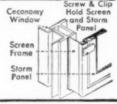
2 EASY TO ERECT-The masonry guide and fin make the window easy and inexpensive to install. Guide quickly aligns masonry. Fin ties window rigidly to construction.





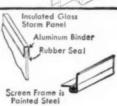
ghter Window Weatherseal

3 SAVES FUEL-The window closes tightly because it has double contact weathering. Then, too, the Combination Screen and Storm Panel provides added comfort, saves additional heat.





4 LOW MAINTENANCE—The window is engineered in hot rolled steel, bonderized and painted. Can't rot or swell. Screen frame is painted, wired with 18 x 14 bronze mesh. Storm panel is insulated with rubber seal and aluminum edging.



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Offices, warehouses, plants and dealers coast to coast



The above sizes are window dimensions



Partial List of Ceco Products

METAL RESIDENCE CASEMENTS . INDUSTRIAL WIN-DOWS AND DOORS . METAL FRAME SCREENS . ALUMINUM FRAME STORM WINDOWS . ALUMINUM COMBINATION STORM WINDOW AND SCREEN UNITS . METAL LATH AND ACCESSORIES . STEELFORMS . REINFORCING BARS . STEEL JOISTS AND ROOF DECK . HIGHWAY PRODUCTS . ROOF AND ATTIC VENTILATORS



SHE'S OUR REASON for suggesting that you "RAISE THE FIXTURE ALLOWANCE"

SELL THE WOMAN! Men pay for homes, but the woman casts the deciding vote on which home to buy. The decision is always swayed by features that attract her eye—features to which the feminine buyer can point with pride.

Many builders have found that it pays to raise the fixture allowance to include such features as a door chime, transformer, ventilating fan, and luminous push button. They add little to the cost—but tremendously to the values that women notice and appreciate in a new home.

SPECIFY THIS NUTONE "4-WAY PACKAGE"

Dress up your new homes by specifying to your architect and wiring contractor (1) an attractive group of lighting fixtures; and (2) this NuTone "4-Way Package":

- NuTone Door Chime—pleasing eye and ear; obsoleting the nervejangling bell or buzzer.
- 2. NuTone Ventilating Fan—wanted by every woman to keep her kitchen cool and odor-free.
- NuTone Push Button—as practical as it is ornamental. NuTone Push Buttons glow at night.
- **4.** NuTone Transformer—a tested, trouble-free power unit to operate the NuTone Door Chime.

Get full information on the NuTone line from your electrical contractor or wholesaler; or write to NuTone, Inc., Dept. A-69, 801 E. Third St., Cincinnati 2, Ohio.



SALES OFFICES: NEW YORK • CHICAGO LOS ANGELES • SEATTLE • DALLAS



THE JEWEL, STYLE PB-4
A luminous push button,
glowing at night. List,
\$1.00. 5 other styles from
35c to \$2.50.

THE CONTINENTAL, STYLE K-32—A beautiful chime, with ivory-plastic cover and satin-brass tubes. List, \$12.95. One of 14 models—\$3.95 to \$69.95.

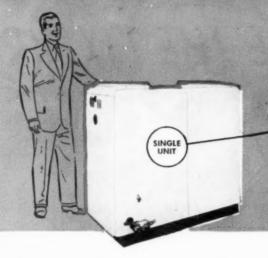


MODEL NV-18L—An efficient kitchen ventilating fan. List, \$24.95. Four other models, to \$34.95.



THE BEACON, STYLE DK-200—Brass door knocker with spotlight for keyhole illumination. List, \$4.95. Another type door knocker lists at \$2.95.

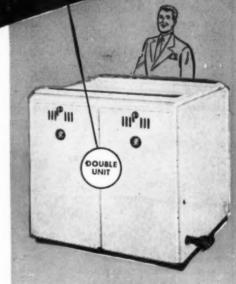
Job sizes—no problem with the **NEW RICHMOND TWIN UNITS!**



With the addition of three new "twin-units," Richmond's complete line of cast-iron Gas Winter Air Conditioners is able to fill most any warm air job. Large estates or compact cottages - medium size homes or commercial installations—there is a unit in the Richmond line to fill your need.

Check these capacities—they range from 66,000 to 280,000 BTU input. Models GHA 22-23-24 are paired up in a handsome "whiterwhite" steel jacket with one set of controls—the GHA 1, 2, 3 and 4 are single units. All jackets are only 42" high—giving plenty of head and duct room. For jobs where floor space is at a premium, vertical units (same ratings as GHA 1, 2, 3 and 4) are available.

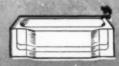
NO.	AGA RATINGS		
	INPUT BTU PER HR.	OUTPUT BTU PER HR.	
GHA-1	66,000	6,000 52,800	
GHA-2	90,000	72,000	
GHA-3	115,000 92,000		
GHA-4	140,000	140,000 112,000	
GHA-22	180,000	144,000	
GHA-23	230,000	184,000	
GHA-24.	280,000	224,000	



A unit designed with the TRADE in mind!







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ase send me complete information and illustrated the new twin unit Richmond Gas Winter Air Condit obligations, of course.



"Waiting up for me again, eh?

Now there's one dame that forgot -



Everything Hinges on Hager!"

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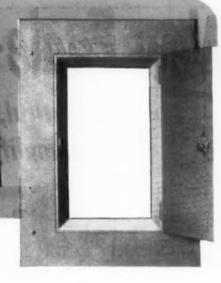
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Put Long-lasting Performance into your lighting panel







Type ND1B Dublbrak Circuit Breaker Panelboards combine the finest features of automatic thermal trip with quickacting, double make and break connections. Indi-

vidual, heavy-duty type circuit breakers provide automatic protection against overload or short circuits. Standard or narrow column types for easy installation... assembled to fill individual needs with long, trouble-free service.

Capacities: 15 to 50 amperes, 4 to 42 branch circuits, 125 volts AC or DC, 3 or 4 wire solid neutral mains.

The value of any panelboard lies within! Make certain you buy long-lasting, trouble-free performance for lighting branch circuit service.

Whatever your preference—circuit breakers or switch and fuse... whatever your needs... few or many...
(B) Panelboards are standardized in design, but tailored for your particular installation.

Shown here are but three Panelboards...all Underwriters' Laboratories, Inc., approved ... any one of which will fill your panelboard needs ... all of which will supply the dependable, long-lasting performance you want.



NCE



(A) Type NAC1B Thermag Circuit Breaker Panelboards are tailored to fit your needs. The thermal-magnetic action of the individual circuit breakers provides time-lag characteristics on momen-

tary, harmless overload, and instant and automatic protection against short circuits or dangerous overloads . . . in hotels, stores, institutions, and public buildings. These fuse-less panelboards are available in a variety of sizes . . . furnished in standard or narrow column types . . . and built for long-lasting performance.

Capacities: 15 to 50 amperes, 120 volts AC only—4 to 42 branch circuits with 3 or 4 wire solid neutral mains.





(A) LNTIP Safety-type Panelboards combine single pole, heavy-duty tumbler switch and plug fuse into a four circuit standardized section. The (B) Tumbler Switches are of quick-make, quick-break

of quick-make, quick-break type with double break contacts. All parts, including switches, are applied from rear, providing safety under all operating onditions . . . year after year. The **(B)** LNT1P Panelboard is excellent for practically any industrial or commercial installation requiring panelboards for centralized switching control.

Capacities: 30 amperes, 250 volts, 4 to 42 branches, for 3 or 4 wire solid neutral mains.

Ask for Bulletin 301

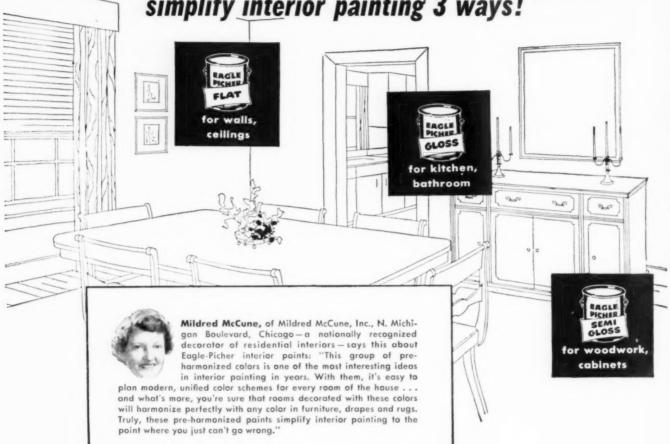
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Makers of BUSDUCT . PANELBOARDS . SWITCHBOARDS . SERVICE EQUIPMENT . SAFETY SWITCHES . LOAD CENTERS . QUIKHETER

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10 beautiful, modern, pre-harmonized colors simplify interior painting 3 ways!



The ten colors in this new line of Eagle-Picher paints were color-formulated to harmonize with each other . . . and with any color in room furnishings. Result? Both redecorating rooms and planning color schemes for new homes are simplified.

An attractively decorated property is easier to sell or rent. With these paints you can select a color scheme that will enhance the beauty of any home or apartment ...that will harmonize perfectly with the present furniture, drapes and rugs of your prospective clients or tenants!

A full line of paints . . . for every painting need

Eagle-Picher manufactures a complete, high quality paint line. For exteriors: White-Lead-In-Oil · White Lead Paint · Mixed Pigment House Paint · Primer · Trim colors EAG · Porch and Floor Paint · Stucco and Concrete Paint · Rubber Base Floor Paint · Shingle Stain · For interiors: Flat, Gloss and Semi-Gloss Quick Dry Enamel · Non-Yellowing Enamel · Enamel Undercoat · Penetrating Floor Sealer · Quick Dry Floor Varnish · Spar Varnish · Linoleum Finish . Many specialty items.

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Now you can give a professionally decorated, preharmonized color scheme to old or new rooms. Whether you offer them for sale or rent, you'll find that the extra appeal of a pre-decorated appearance will pay!

ATTENTION: White Lead and White Lead Paint are again available in full supply!



The Eagle-Picher Company

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Cut Your Costs On Every Type Of Construction Job...With

Here are typical examples of the up-to-the-minute design, long-lasting construction and smooth, dependable performance now proving to contractors all over the world that there's more worth in a Blue Brute. Your nearby Worthington-Ransome Dealer has the complete line of Blue Brute Construction Equipment. Write for his name.

BLUE BRUTES!

WORTHINGTON PUMP AND MACHINERY CORPORATION

Construction Equipment Department Harrison, New Jersey Distributors in All Principal Cities

WORTHINGTON

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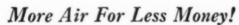
Concrete Costs Less!

Count on Blue Brute Portable Mixers for lower-cost concrete on every job. Quickly spotted and towed, and with such features as smooth, positive gear-and-pinion drive . . . high-carbon, Timken-equipped drum rollers . . . and Ransome's famous mixing action, they're sure bets for speedier, better mixing.



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You'll move more water — faster, farther, easier with a Blue Brute Self-Priming Centrifugal Pump. Rugged in every detail, with fast pickup, extra reserve power and high resistance to rust, corrosion and ordinary wear. Built in A.G.C. sizes to A.G.C. standards.



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+REG. U.S. PAT. OFF.

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Team up these fast, hardhitting Blue Brute Air Tools with Blue Brute Compressors — and watch your daily expenses go down. Though tough and powerful, they have the lightness and compactness to keep your workers more satisfied—and more productive.

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economy home for your buyers

It's a dramatic achievement in low-cost housing . . . the first and only factory-built home to offer so many outstanding features that today's buyers want — at such a low prices It's the home that's geared to your market for '49.





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Add to this P&H's 15 years in the designing and building of mass produced homes, and you have the reason why smart builders and developers are making big plans in many communities for this year.

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- Large living room 11' 7" x 17' 4"
- Joint-free, crack-proof interior walls
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- Easiest to handle . . . Easiest for getting materials on the job.
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- One piece from outlet to outlet.
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Plus these extra ABC features-

Anti-Short Bushing—Protects the wires from armor edges.

"Dilec Safecote" insulated wires—flame retardant, moisture resistant, easy to strip.

1

2 Paths to Ground on Sizes #14 and #12 (1) The flat grounding strip provides a continuous low-resistance path. (2) The armor itself with "bondhook" channel construction also assures a positive path to ground.

ABC IS EASY TO INSTALL WITH "REDEGE" BOXES AND "EZ" CONNECTORS



"Redege" outlet and device boxes

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"EZ" Connectors with sure-grip bondnuts and hinge construction... Only one screw to tighten... Deliveries from stock through leading electrical wholesalers.



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How to make Home-Buyers Happy AVIII COSTLY, TROUBLESOME

Reinforce Ceilings and Walls Where Stresses and Moisture May Cause Trouble

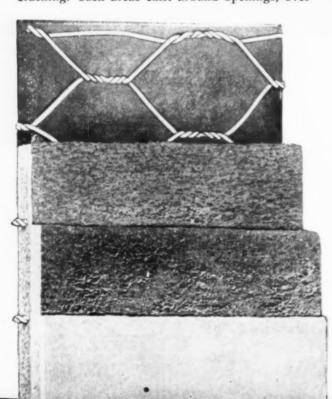
Trade authorities say that where plaster is subject to extra stresses or excessive moisture it should be reinforced. If there is any question concerning the use of reinforcing, use it—and use it extensively.

PLASTERING CEILINGS—Good builders know that ceilings—particularly larger expanses such as in combination living-dining rooms—should be reinforced. Likewise, rooms where moisture is constantly present—bathrooms, laundries, kitchens and utility rooms—plaster should be reinforced on both ceilings and walls.

PLASTERING WALLS—Tradesmen and plastering authorities also agree that plaster walls should be reinforced at all vulnerable points, as a safeguard against cracking. Such areas exist around openings, over

doors and over and under windows, in angles, corners and arches. The wall-ceiling juncture is a weak spot. Abnormal structural movement is also a source of trouble, and reinforcing helps counteract it.

Actually, when you build a home of top quality, it is wise to reinforce plaster in walls and ceilings throughout the entire structure. The home owner is then assured of dependable, permanent plastering. Any possible troublesome, costly plaster failures due to causes beyond normal control are avoided. And, the slight extra cost of reinforcing plaster is frequently more than paid for by money saved on future repairs.



Use the Time and

The Keystone System of Plaster Reinforcing is a simple method that insures dependable and permanent plastering. It binds plastered walls and ceilings together into a reinforced, roomsize unit. It's the answer to unnecessary, trouble-some, costly plaster-cracking.

This system utilizes the best-suited reinforcement for plaster—1-inch hexagon Keymesh Reinforcing. Keymesh Reinforcing is made of tough, cold-drawn 20-gauge steel wire, possessing great tensile strength. It is heavily galvanized to resist rust. It is tightly woven in a reverse twist, making it easy to handle and easy to apply.

Keymesh Reinforcing is available from your dealer in handy 3' by 150' rolls.

KEYSTONE STEEL

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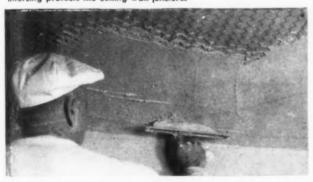
Manufacturers of Keymesh Reinforcing

For Strong, Economical Plaster Reinforcing

PLASTER CRACKING



Lathers applying Keymesh Reinforcing to ceiling. Notice how the reinforcing protects the ceiling-wall juncture.



First coat of plaster trowels on quickly and easily over Keymesh, providing an even base for a smooth finished job.



The end result—plastered walls and ceilings strongly held together as one unit by Keymesh Reinforcing.

Money-Saving KEYSTONE SYSTEM of Plaster Reinforcing

INSURES PERMANENCE—Keymesh Reinforcing permits easy flow of plaster through and around the strong steel, open mesh wires. Reinforcing is firmly embedded in the plaster for strength and permanence.

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saves time—The Keystone System is quick and easy in operation. No complicated lathing operations. Keymesh Reinforcing unrolls flat, quickly goes into place flat. It forms easily around corners, angles and arches; goes on in continuous strips—no joints, no heavy laps. The result is fast, smooth trowelling, without requiring a first coat of extra thickness for an evenly plastered wall.

Ask your dealer for all the facts about the Keystone System of Plaster Reinforcing—he can give you details and specifications. And, he has Keymesh Reinforcing for you in any quantity you need.

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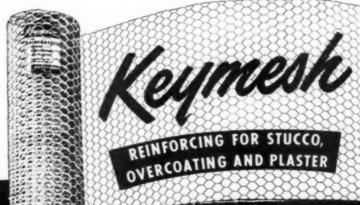
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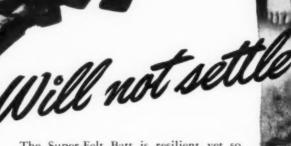


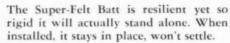
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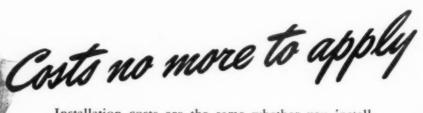
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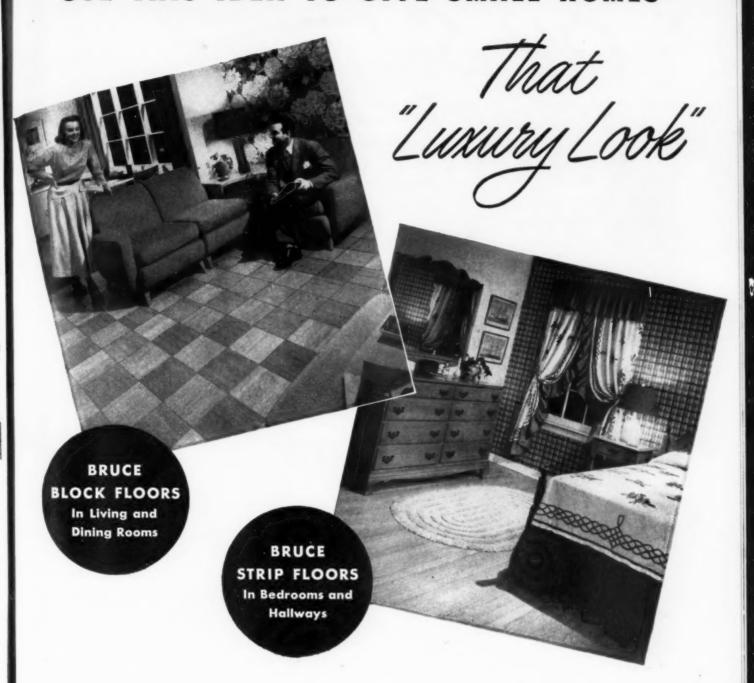
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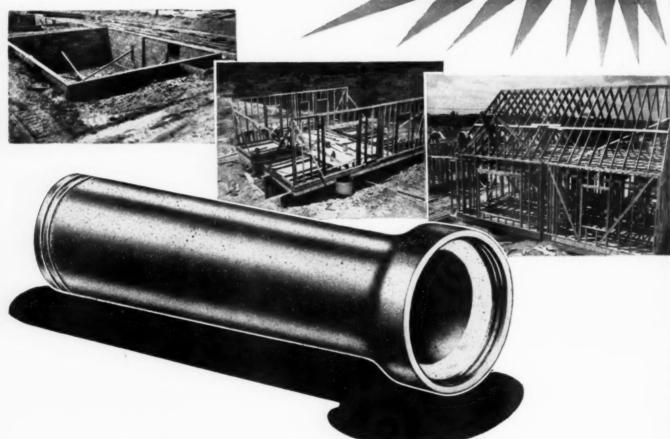
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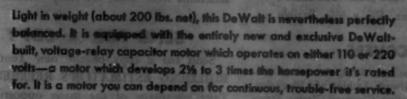
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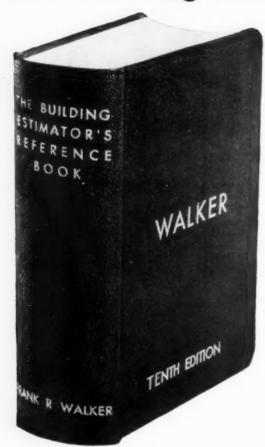
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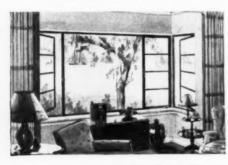
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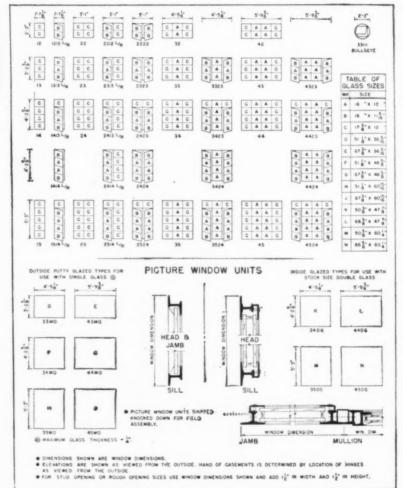




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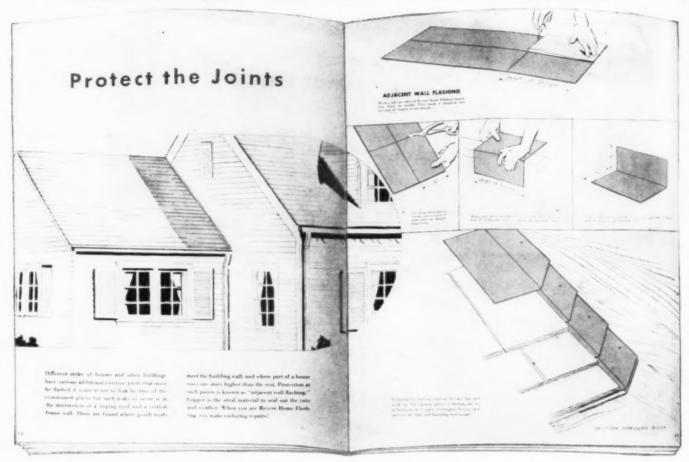
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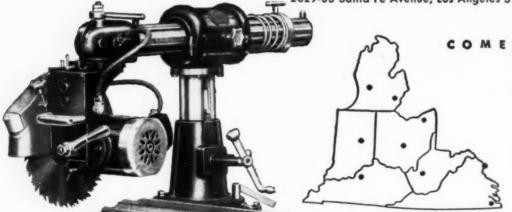
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Long-range economy because there are no recurring charges for maintenance or replacement. Only clay tile can insure this lifetime of loveliness.

For specific information regarding available types, sizes and colors, see *Sweets Architectural or A-E-C* File. THE TILE COUNCIL OF AMERICA, *Room 3401*: 10 East 40th Street, New York 16, New York. *Room 433*: 727 West Seventh Street, Los Angeles, California.

PARTICIPATING COMPANIES: American Encaustic Tiling Co. • Architectural Tiling Co., Inc. • Atlantic Tile Manufacturing Co. • B. Mifflin Hood Co. • Cambridge Tile Manufacturing Co. • Carlyle Tile Co. • General Tile Corp. • Gladding, McBean & Co. • Mosaic Tile Co. • Murray Tile Co., Inc. • National Tile & Manufacturing Co. • Olean Tile Co. • Pacific Clay Products • Pacific Tile and Porcelain Co. • Pomona Tile Manufacturing Co. • Robertson Manufacturing Co. • Sparta Ceramic Co. • Summitville Face Brick Co. • United States Quarry Tile Co.

HE MODERN STYLE IS CLAY THE

SCAMAGE...first name in cylindrical locks

Florida's Shelberne Hotel ... Miami Beach

- a Schlage installation of heavy duty cylindrical locks.
 - Architects: Polevitzky and Russell.

The Schlage Lock illustrated is

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SCHLAGE LOCK COMPANY



Insist on Quality Approved ALUMINUM WINDOWS

Insist on aluminum windows that bear this "Quality-Approved" Seal and you give your houses advantages every buyer looks for:

- Windows that will operate easily for the life of his home, that will stay draft-proof and not stick or rattle.
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Only windows that meet the most rigid specifications may carry the "Quality-Approved" Seal. It's your assurance of finest materials, sound design, durable construction and minimum air infiltration. They are available in all standard types, ready to install in any type of building.

Write today and we'll give you the names of manufacturers who can supply you with "Quality-Approved" aluminum windows. Address your request to Dept. A-6.

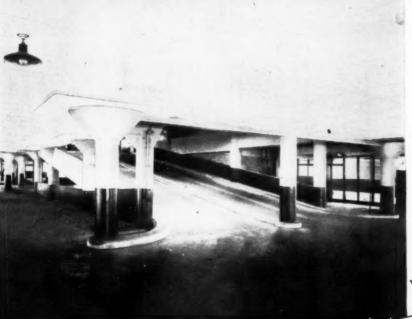
Aluminum Window Manufacturers Association 209 CEDAR AVE., TAKOMA PARK, WASHINGTON 12, D. C.

SHAMROCK HOTEL HOUSTON

CHOOSES BONDEX CEMENT PAINT.

for the interior masonry surfaces of its 1200 car garage

The new Shamrock Hotel, symbol of Houston's famed hospitality, has been planned throughout for gracious living. In the Garage Building, space is provided for storing 1200 cars and here Bondex Cement Paint is used for protection and decoration.



Left. Interior View of the Garage.

The ceiling and walls are sprayed to within about 4 feet of the floor with two coats of Bondex No. 103 Spanish Buff. To provide the last word in masonry treatment, 18,000 lbs. of Bondex were used.



For New Bondex Color Card showing intermixes write

THE REARDON COMPAN

ST. LOUIS 6 . CHICAGO 9 . LOS ANGELES BAYONNE, N. J. . MONTREAL 1

A Natural for Masonry in magnificent hotel or small home



Bondex outsells all other cement paints combined. e 1949

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Card

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4 Features Make STRAND "BEST SELLER" Among GARAGE DOORS

EASIER TO INSTALL - no "factory-trained expert" is needed because Strand one-piece construction and factory-assembled hardware make installation so simple and easy.

MORE DURABLE -Strand doors have the strength and MORE DURABLE—Strand doors have the durability of steel—can't sag, warp, shrink or rot. Welded construction—no screws or bolts to work loose. Rugged-to withstand shipping, delivery and handling. Galvannealed-for rust resistance and can be painted without special priming coat.

EASY TO OPERATE-for life. Strand doors are built for trouble-free performance. Dependable hardware. Uniform steel sheets mean no absorption of moisture (as with some other materials); the weight remains the same in all weather, for uniformly easy operation.

LOW COST—the result of standardization on 3 models—and large scale production concentrated in one plant. Strand is America's biggest garage door value!

Strand Doors are available in Canopy and Receding (track) types for 8'x 7' opening; there's a double-garage door (Receding type only) for 16'x 7' opening, unobstructed by center post. Order from your dealer, or



MAIL COUPON FOR INFORMATION AND DEALER'S NAME

ALL-STEEL . GALVANNEALED . OVERHEAD

FOR SINGLE AND DOUBLE GARAGES

STRAND GARAGE DOOR DIVISION

Detroit Steel Products Company Dept. AB-6, 2250 E. Grand Blvd. Detroit 11, Michigan

Please rush detailed description of Strand all-steel Garage Doors, for 8' x 7' and 16' x 7' garage openings.

I am a 🗌 Builder 🔲 Dealer 🗀 Prospective Owner 🖂 Other

City_ State_ 6 reasons
why you
should
install—

FLOR-EVER has the easiest upkeep—Its smoother, non-porous surface doesn't absorb dirt. It's spot-, stain-and alkali-resistant, grease- and water-proof. The mere swish of a mop leaves it sparkling-clean.

FLOR-EVER adds charm and beauty to every home—quiet and resilient to the step—it comes in a whole rainbow of bright, fade-resistant colors that go right through to the backing—blend well with all decors.

FLOR-EVER is economical—outwears other floor covering in the same price range.

FLOR-EVER is easy to install—it comes by the yard for quick, inexpensive installation. Create your own decorative patterns by using feature strips and borders.

FLOR-EVER is made of Vinylite Brand Plastics—afamous trademark teamed with products of outstanding success—a trademark advertised to the tune of millions of messages each year.

FLOR-EVER is nationally advertised—prospective home-owners see FLOR-EVER's full color national campaign in these key magazines—Better Homes and Gardens, American Home, House Beautiful, House & Garden, McCall's, Good Housekeeping and The Saturday Evening Post.

FLOT-FIVET

Tinylite PLASTIC FLOOR COVERING

To the homes you build

DELAWARE FLOOR PRODUCTS, INC., WILMINGTON 99, DELAWARE

New York Showrooms: 295 Fifth Avenue
Also manufacturers of "Wall-Ever" Vinylite Plastic Wall Covering and "Duralin" Enamel Floor Covering



Kitchens like this sell homes

You know from experience that kitchens and bathrooms often play a big part in selling homes. You can give the houses you build the smart, modern appearance that makes selling easier by finishing the walls and ceilings of these important rooms with Armstrong's Monowall[®].

Monowall cuts construction costs because it goes up quickly and requires no additional finishing. In new homes the large panels can be cemented to gypsum lath, eliminating the need for plaster. In remodeling, Monowall is usually applied over existing walls and ceilings. It may also be used as a facing for cabinets, doors, and counters to complete color schemes.

This gleaming, pre-decorated panel-board has an extra appeal for housewives because it's easy to clean, and the colorful finish stays bright and smooth, even after years of wear. Consistent national advertising assures that Monowall is a familiar name to prospective home buyers. The kitchen shown here is now appearing in full color, in The American Home and Better Homes and Gardens.

Monowall is made in three designs and 19 attractive color combinations. For full details and samples, see your Armstrong lumber dealer or write Armstrong Cork Company, 1606 Lincoln Street, Lancaster, Pennsylvania.

Armstrong's Monowall

Amer



Only Dubl-Coverage
Tite-On Shingles give
you ALL these
selling plusses...



GO ON FAST

...sales come easier when you talk up Tite-On's low application cost to prospects. The job's easier for you, too! As a clincher—tell 'em all nailing is hidden—nothing to rust!



DISTINCTIVE BEAUTY

... Tite-On's interweaving design forms a "basket-weave" pattern adaptable to any style of architecture. Wide range of colors and harmonious blends.



TORNADO-TESTED

... the patented interlocking design makes a one-piece roof. Even hurricanes have failed to tear these shingles loose!



TWO FOR ONE

... customers pay for one roof, get double-thickness protection... thanks to Tite-On's interlocking design. (Three thicknesses at certain vital points.)



WE DO THE PRE-SELLING

... we're telling your best customers the dramatic Tite-On story with *consistent* national advertising. Get behind it—and get more roofing business!

The RUBEROID Co.

Dubl-Coverage

Tite-On Shingles

Building Materials for Home, Farm and Industry • Executive Offices: 500 Fifth Ave., New York 18, N.Y.

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Try this simple test before you buy any saw!

Stand the Speedmatic upside down, on its handle. Place a full glass of water on the extra-broad shoe. Start the motor . . . and you'll be amazed! NOT A DROP OF WATER SPILLS due to starting twist or jerk! That's . . . REAL BALANCE!

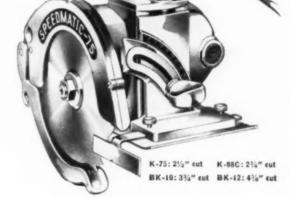
The simple but rigorous test (above) is NOT a "stunt". It proves in a practical way-and beyond any doubt-that balance is built right into the Speedmatic. For this reason, it performs better . . . lasts longer . . . and produces more work than any portable electric saw on the market today!

Balanced For Easier Handling

Notice that the handle is ON TOP-at the center of gravity-exactly where it should be. If you hold the Speedmatic with just two fingers, it does not "nose down" or tip. It's all ready to go to work in a balanced, horizontal cutting position.

lalanced For Truer Sawing

The unusually broad shoe assures steadier rest on the work. No tilt, twist or tip. Does not veer or cramp in the work. And the moving parts are so perfectly balanced that the Speedmatic starts without dangerous power twist or



Balanced For Bevels And Angles

Unlike many saws, the compact, balanced design of the Speedmatic permits the carpenter to see the cutting line at all times -even for bevels and angles. For vertical or overhead cutting, balanced light-weight relieves the operator of tiring strain. At end of a cut, the saw rests safely on the work-because the blade is on the right of the base, where it should be.



Balanced Speedmatic gives you more for your money! See it today at leading dealers — or write direct for full information.

eedmatic—The Line of Balanced Design

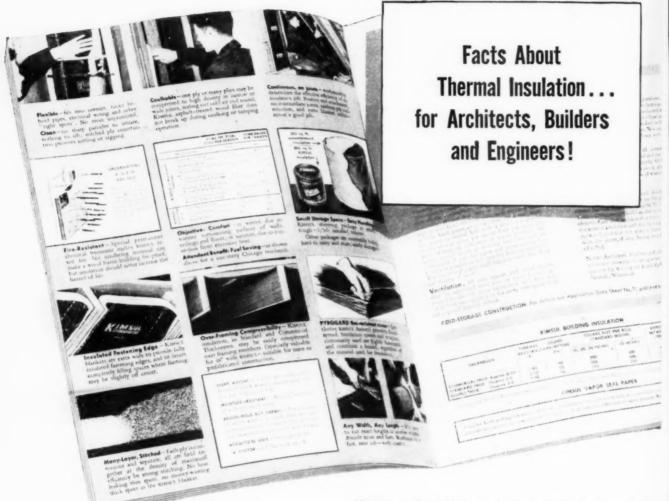
Porter-Cable Machine Co.

1606 N. Salina St., Syracuse, N. Y.

Manufacturers of SPEEDMATIC and GUILD Electric Tools

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Here's a fact-filled, up-to-the-minute handbook every architect, builder and engineer will find helpful. Tells about new and important developments in insulation engineering practice. Includes information on heat loss distribution, "U" Factors of various types of construction, typical architectural specifications and other data on both thermal and acoustical installations for all types of structures—commercial, industrial and residential. Send for your free copy today, or look for it in the 1949 issue of Sweet's Catalogs for Architects and Builders.



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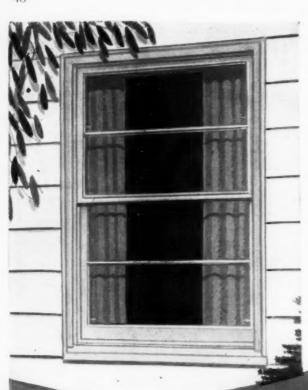
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Tested for 7 Years! Revolutionary WEDGE

Here's the newest idea in window manufacturing—the new Andersen Pressure Seal Double Hung Window Unit. But although it's new, it is the culmination of years of engineering development and research, laboratory testing, and tests in actual use.

Seven years ago Andersen first developed the basic operating principle of this window—the invisible pressure strips whose wedge-like action seals the cracks, provides easy sash action, and permits quick sash removal.

You have to see, examine and operate this new Andersen product in order to appreciate fully its worth. Like all Andersen WINDOWALLS, it is distributed through recognized millwork jobbers.

You've never seen a double hung window so easy to operate. Sash float freely in sash runs. No friction against weatherstrips or painted surfaces to make sash stubborn.

No more rattling! Sash are held firmly in any open or closed position by wedge-like action.

Sash operation requires only slight pressure on the thumb levers.







smo abil Uni

Cleaning's Easy, Because the Sash Are Removable

Just lift out the sash. No tools needed—and it takes only seconds. Sash are not hung on weights or attached to springs or balances. With sash out, screens and storm sash can be changed from the inside.

Andersen Corporation

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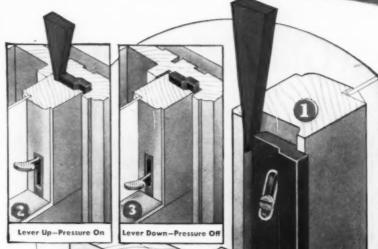
Utterly Different, Because It Employs - IKE Action to Achieve Weathertightness!

Double Hung Window Unit

leathertight

Key to the exceptional weathertightness...to the smooth, floating sash action...and to the sash removability feature of the Andersen Pressure Seal Window Unit . . . is in the invisible pressure strips located in 'he sash stiles and controlled by small thumb levers.

- Pressure strip, attached to sash stile through diagonal slot, moves sideways when actuated by lever, thus exerting wedge-like pressure on the sash.
- Lower sash with thumb lever up. Pressure strip pushes against inside stop and wedges sash firmly against parting stop.
- Lower sash with thumb lever down. Wedge action is released, freeing sash completely.



LOWER INSTALLATION COSTS Just 2 Easy Steps!



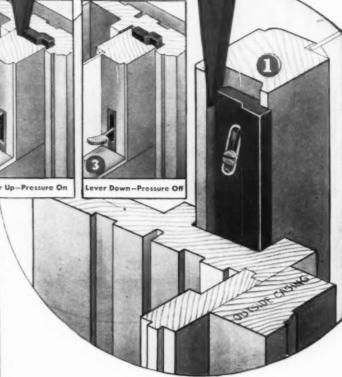
1. NAIL FRAME IN ROUGH OPENING



2. SLIP SASH INTO PLACE

Installation is remarkably simple—saving builders many valuable hours on a single house. Besides, sash can b painted outside the frame, allowed to dry, then slipped into place. This saves time—and trouble with paint bind.

Standard detail can be used on any type of wall. Moulded inside stop on side jamb simplifies trimming out. A special fitted stool is included. Only simple inside casing required.



MAIL THIS TODAY!

Andersen Corporation

Bayport, Minnesota, Dept. A

Please send me full details on your new Pressure Seal Double Hung Window Unit.

NAME.....

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2 MEN

can sheathe the average house with Fireproof Gold Bond Gypsum Sheathing



YOU'LL save time and money... and build a better, easier-to-sell house...if you use fireproof Gold Bond Gypsum Sheathing. Costs about one-third less than ordinary inflammable sheathing. Big, sturdy panels can be applied in a fraction of the time. The new asphalt treated core, the water-repellent surface, and the tongue-and-groove edges combine to make extra strong, more weathertight walls. Try it on one house and you'll be convinced.

You'll build or remodel better with

Gold Bond

NATIONAL GYPSUM COMPANY, BUFFALO 2, N. Y.

Over 150 Gold Bond Products, including gypsum lath, plaster, lime, wallboards, gypsum sheathing, rock-wool insulation, metal lath products and partition systems, wall paint and acoustical materials.

WHAT ARE THE MAGIC WORDS

THAT ATTRACT

TODAY'S HOME BUYERS

B & G Hydro-Flo Radiant Panel Heating, of course!

It's today's most potent selling feature.

Hydro-Flo Heating has everything that appeals to both the man and woman of the house... comfort... convenience... cleanliness... economy.

It's completely bidden heating—allowing complete freedom of furniture arrangement and room decoration! Pipe coils in the floor or ceiling spread a blanket of sunny warmth all over the house... no drafts... fresher feeling air.

And for the man who foots the bills, it's a bargain in automatic heating comfort at its best. B & G Hydro-Flo Heating offers all the fuel economies of a forced hot water system.

Don't delay in getting all the facts on this heating system of today and tomorrow.



B & G Hydro-Flo Radiant Panel installation with pipe coils in concrete floor.



B & G Hydro-Flo Heating equipment can be installed on any bot water heating boiler.

Send today for "Capture the Sun with B & G Hydro-Flo Heating."



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Hydro-Flo Radiant Panel Heating

BELL & GOSSETT CO., Dept. BA-11, Morton Grove, Ill.

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LOW-COST HOUSING



WELL-DESIGNED FIRE-SAFE CONCRETE MASONRY HOMES AT \$4975. EACH

TWO hundred and eight of these FHA-approved concrete masonry homes, with 640 sq. ft. of floor area, have been recently built in Fort Worth, Texas, by the Farmer Construction Co., Inc., of that city. Foundation slabs were placed with Lone Star Cement concrete. Next, haydite lightweight-aggregate masonry units were laid up. Then a 1:3 Lone Star Masonry Cement—sand mortar exterior coat, approximately three-quarters of an inch thick, was applied with Jet-crete gun in about one hour's time.

Construction skill and ingenuity provide the advantages of concrete: proof against fire, tornado, termites and time itself—at a price of \$4,975. Whether it is monolithic, concrete masonry, or concrete tilt-up, good construction know-how and good cement are the sound, economical answer to today's home-building problem. Whatever the method, there's a Lone Star Cement to meet the most exacting requirements.





LONE STAR CEMENT CORPORATION

Offices: ALBANY • BETHLEHEM, PA. • BIRMINGHAM • BOSTON • CHICAGO • DALLAS • HOUSTON • INDIANAPOLIS • JACKSON, MISS. KANSAS CITY, MO. • NEW ORLEANS • NEW YORK • NORFOLK • PHILADELPHIA • ST. LOUIS • WASHINGTON, D. C.

LONE STAR CEMENT, WITH ITS SUBSIDIARIES, IS ONE OF THE WORLD'S LARGEST CEMENT PRODUCERS: 15 MODERN MILLS, 27,000,000 BARRELS ANNUAL CAPACITY



Completely Equipped New Homes Increasing

ALTHOUGH starts of new houses dropped 12 per cent in the first quarter as compared with last year according to the estimates of the Bureau of Labor Statistics, there are indications that the final reports for 1949 will show the number of new houses started in 1949 equal to or nearly equal to 1948. Starts for March totaled 62,000 units, a decrease of 14,400 (19 per cent) under the number started in March, 1948. For the first quarter of 1949 non-farm home building totaled 158,000 units-a decrease of 23,000 (14 per cent) under the number started in the first quarter of

An upward trend may become apparent later in the year. Preliminary results of a nation-wide survey made by American Builder last month indicates that a majority of builders plan to build more houses than they built last year. The over-all group of builders plans to build 6,342 units as compared with 5,754 last year, an increase of 10 per cent.

Now that new equipment and appliances are readily available builders are finding that they are very nearly irresistible inducements to new home buyers. This helps to keep the sale of new houses at record levels.

Twenty years ago standard kitchen equipment in a low or medium priced house was a sink. Now, according to the survey, 89 per cent of the new houses have built-in kitchen cabinets, 35 per cent have gas or electric ranges, 28 per cent have gas or electric refrigerators, 18 per cent have automatic dishwashers, 20 per cent have garbage disposal units, and 34 per cent have kitchen ventilating fans.

The packaged mortgage had just begun to be appreciated before the war: now it is in full swing. New home buyers are usually hard pressed for cash. Families are going to enjoy a completely equipped home much more than one where some item of equipment is missing.

APACITY

They will work harder to meet payments on a completely equipped house.

To add sales appeal, builders normally include other relatively minor items such as blinds, mail chutes, door chimes, and clothes closet equipment. The builders, surveyed, said that they normally include Venetian blinds in 42 per cent of new houses and window shades in 30 per cent. Mail chutes are installed in 27 per cent, door chimes in 61 per cent and clothes closet equipment in 23 per cent of new houses. In 33 per cent, a bathroom heater is included, and in 44 per cent a fireplace. Hot water heaters are virtually standard equipment. They are installed in 92 per cent of the new houses.

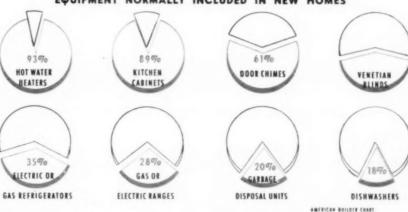
Completely equipped houses, automatically heated, represent vastly better living conditions than the houses offered by builders twenty years ago. Even in comparison with frozen rental units, builders in many localities are offering houses which offer more in attractiveness and ease of living than can be obtained in obsolete quarters. The partion of the payment that represents amortization is money in the bank.

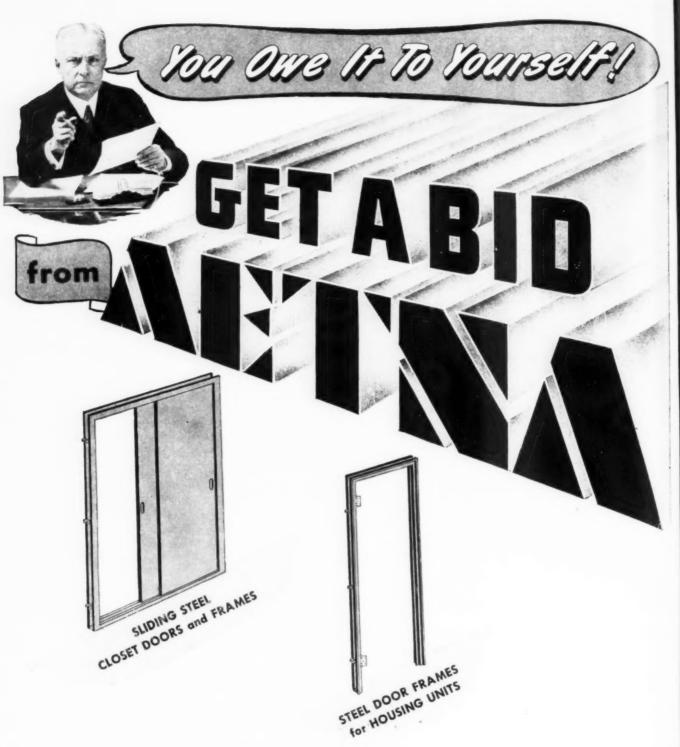
An interesting point of view on the better ability of potential home buyers to buy new houses is presented by Louis W. Licht, a Forest Hills, N.Y., realtor who points out that "the more than three million persons who bought new cars in 1947 have completed their installment payments, and thousands of these families who have postponed home buying in favor of new cars will have money available for investment in new homes. Furthermore, a substantial number of the nearly three and a half million new cars bought in 1948 will be paid for by next August."

Of course many thousands of these new car buyers are already home owners but there are many others who want new homes but have postponed buying until their new cars are paid for. In ten years, six and a half million families have established the habit of making monthly payments of \$75 to \$150 on their new cars. Having established this habit, it will be quite easy for those families who want homes to continue putting aside these monthly sums for the purchase of new homes.

Construction costs have dropped only slightly. The drop for the six months ended April was only 1.4 per cent. Material costs are down 5 per cent from their high last August, because of declining lumber prices. Construction costs are still 7 per cent above April, 1948.

EQUIPMENT NORMALLY INCLUDED IN NEW HOMES





IT WILL PAY YOU TO GET A BID FROM AETNA!

WRITE OF WIRE FOR NAME OF YOUR NEAREST AGENT

SPECIALIZING IN STEEL DOORS AND FRAMES FOR OVER 50 YEARS

AETXA STEEL PRODUCTS CORPORATION

EXECUTIVE OFFICES: 61 BROADWAY, NEW YORK 6, N. Y.

America

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FOR 1948," low n

Write for free literature.



PUBLIC RELATIONS—Neither a bag of tricks nor a science. Can easily backfire if handled as a bag of tricks. Can scare any builder or dealer if he looks upon it as a science.

ART—Really, public relations is an art. It starts with recognition of what the public will be interested in, and understanding of the available avenues through which the public can be reached.

WHAT IT ISN'T—It isn't a program for self-glorification. It isn't a policy of grabbing all the free newspaper space possible on any pretext. It isn't just an attempt to get one's name in a paper. It isn't crusading,

WHAT IT IS—It is knowing what constitutes interesting news from the angle of a newspaper editor. It is doing things not calculated to bring in measurable business, directly traceable to what is done. It is writing this news, or phoning it to the newspaper, and then leaving its disposition strictly to the editor. It is a lot more, but that will do for a start.

P.R. HELPS—Few builders or dealers are news-minded, and thus few are schooled in the art of public relations. That's where the trade association comes in. It doesn't come in by sending members releases for them to pass on to their local news-papers or radio stations. Most newsemanating from a national or regional source is not of special interest to local readers or listeners.

LOCAL NEWS—That's what is important, and to be local news it must be something said by a known local figure or done by a local figure. And it should have something to do with local conditions.

FOR INSTANCE—"Nation's builders erect 935,000 new homes in 1948," says a release from a national office, Good as far as it goes, but the local newspaper editor wants to know how many of the 935,000 were built in his town, and how that compares with production in other years. Also, he is not much interested, nor are his readers, if the statement or statements

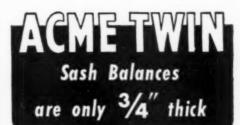
are made by a president of a national organization. What is said should be quotable from a statement made by a local builder or dealer. Then it becomes news of local interest on all counts. It's about local conditions, and said by a local man or local group.

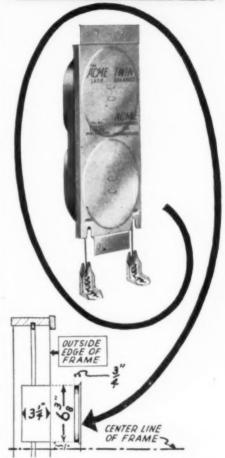
ANOTHER EXAMPLE—Suppose that John Jones, a June graduate of a four-year light construction engineering course, goes to work for the ABC Home Building Co. or the XYZ Lumber Co. If John is a local boy he should be news. The course he took, and the future open to him in his new connection are also news. That is particularly true if John was in any way an outstanding member of his graduating class. Getting the story of John, his new connection and his opportunities in the local newspaper is good public relations.

PUBLIC SPEAKING-This is a great and effective public relations medium. But, very few dealers or builders are accomplished public speakers. Being accomplished is not necessary, but many, unaccustomed to public speaking, cringe from the very thought. Suppose the association sends out a little ten-minute speech or outline for such a speech, and suggests that the builder or dealer member work up the speech and give it before his local service club, veterans' society, P.T.A. or a woman's club. It should be given, but the dealer or builder cannot bring himself to do it. Should he just toss it in the waste basket?

SPEECH TEACHER—How about the speech teacher in the local high school? If he believes in the context of the speech, chances are that he will be glad to make it, especially if he is given a small honorarium for the job.

OUTMANEUVERED—The home building industry has been badly outmaneuvered in the field of public relations. Reason is not apathy on the part of builders and dealers. Real reason is that the term has been fraught with so much mystery. It is time to simplify public relations, reduce the art to usefulness by all.





For best installation of wooden double-hung windows. Fits flush in pulley stile. Single or double installation.

The Acme Twin balance is fully enclosed, easy to install with any standard weatherstrip, requires no adjustment and is unconditionally guaranteed for the life of the building. Packed in carton complete with fixtures. Sold only through leading hardware and building supply dealers and jobbers.

Write for literature.

SASH BALANCE COMPANY 1626 Long Beach Ave. Los Angeles 21, Calif.





of course, it's Electric!

A successful builder always watches his competitors to see what they do to sell more houses, faster, at a greater profit. One thing these builders do is to install the kind of cooking equipment more people want-modern Electric Ranges. The trend to Electric Cooking is proved by the fact that another million American families switched to it last year. Conservative estimates indicate that the same thing will happen again this year.

So build houses that are modern today and will stay modern for years to come. During construction, include wiring for an Electric Range, leading to a range outlet in the kitchen. An Electric Range, like electricity itself, is now a "must" in every modern home!

ELECTRIC RANGE SECTION, National Electrical Manufacturers Association, 155 E. 44th Street, New York 17, N.Y. ADMIRAL . COOLERATOR
KELVINATOR . LEDO CROSLEY • FRIGIDAIRE • GENERAL ELECTRIC • GIBSON • HOTPOINT MONARCH • NORGE • QUALITY • UNIVERSAL • WESTINGHOUSE

Follow = the trend...

STABOL OF ADEQUATE YOUR HOUSES

Another 1,000,000 American families switched to Electric Cooking last year

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WIRING

Round Table

NATIONAL RETAIL Lumber Dealers Association held its spring meeting of directors and executive committee in May, and considered a number of matters of vital interest to the association's members.

OF MORE INTEREST than the matters considered was the manner in which they were discussed. There was plenty of room for heated argument, but in the best tradition of men schooled in democratic government, the delegates kept all of the floor debate on an objective plane. There was a complete lack of selfishness, and when votes were taken on vital subjects, the decision reached was the one that all pledged themselves to, regardless of how each voted.

IF GOVERNMENT could proceed to the consideration of national legislation with the same objective aims, trying to arrive at conclusions that would be best for the greatest number, the future of the nation would be more assured.

OF COURSE, the difference between Congressmen and lumber dealers is that the latter do not depend on what a voting constituency wants for their livelihood. The lumber dealers, with convictions just as firm as those of Congressmen, have the advantage of being able to change their minds without considering what the people back home might think is good or bad.

THAT IS NOT entirely true, since the delegates to such a conference as the dealers held have to return to their local associations with reports of their voting. Their standing in the local association depends on what logic they are able to advance in support of their individual actions, when they report back.

IT IS REGRETTABLE that elected representatives to governmental holies have not the same ability to stand on their own feet, and then go back home and convince their constituencies that the actions they took are for the best interest of the greatest number of voters.

TODAY there are far too many elected government officers who ieel that they represent some segment of the voters, and not the entire lody politic. Too often, Continued on page 57)

THIS JOB SURE CALLS FOR

METAL MOULDINGS

"In the building business we face this one every day: "Keep costs down—but maintain quality!" (A challenge we invariably meet.) That's why we always specify CHROMTRIM. We know that CHROMTRIM metal mouldings are available in all popular shapes . . . easy to install...perpetually beautiful. Best of all their low cost is matched by their high quality. Yes, that's all we need to put the finishing touch to any job!"





METAL MOULDINGS ARE MONEY-MAKERS I

Just watch YOUR sales soar and profits pile up with CHROMTRIM metal mouldings. Here's the ECONOMY LINE, completely fabricated and produced under one roof, using modern assembly line methods. Cut to convenient lengths and individually wrapped to preserve its lustrous finish, easy to handle—easy to sell . . . here's complete, lasting satisfaction for you and your customers. No wonder CHROMTRIM is the first choice with contractor, dealers and mechanics from coast to coast!

Sold through a nation-wide distribution organization.





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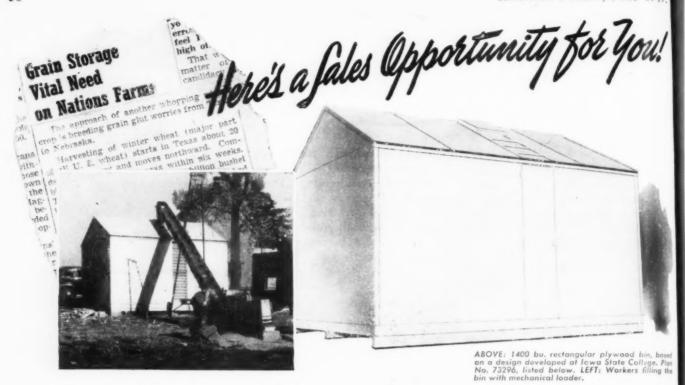
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PLYWOOD GRAIN BIN PLANS

-for you, your farm customers, farm builders and prefabricators

Available from:

Douglas Fir Plywood Association Tacoma 2, Wash., or—848 Daily News Bldg., Chicago 6.

1,000 bu. round bin. Kansas State College design.
14' diameter, B' high. Exterior plywood walls and
roof, concrete slab floor. Site construction, using

400 bu. movable square bin; several can be grouped. University of California design. 8'x8' and 8' high. Exterior plywood walls, roof, floor; lumber frame. Suitable for either prefabrication or site construction. Plan free.

Available from:

Midwest Plan Service, Iowa State College, Ames, Iowa. Or from State Colleges of Agriculture in Arkansas, Illinois, Indiana, Iowa, Kansas, Michigan, Minesota, Missouri, Nebraska, North Dakota, Ohia, Oklahoma, South Dakota, Wisconsin.

2,000 bu, rectangular bin. Designed for prefabrication. 16'×20' and 8' high. Panelized construction permits variety of sizes and capacities up to 3,630 bu. Could be converted to other uses or demounted. Exterior plywood walls, roof, floor; lumber frame. Plan No. 73294. 45 cents.

1,400 ou, rectangular bin. 12'x16' and 8' high. Other sizes and capacities possible from plan. Bin convertible to other uses. Exterior plywood walls, roof, floor; lumber frame. Site construction. Plan No. 73296. 15 cents.

400 E.:. movable hog feeder. Double-purpose storace-hopper. Self-feeding, sloping floor. 8'x12' and 7' studs. Exterior plywood walls, roof, floor. Plan No. 77614. 15 cents.

300 bu. movable had feeder. Double-purpose; provides small storage and sheltered feeder. 10'x16' with protected feeding floor. Exterior plywood floor, bins, partitions, and roof. Plan No. 77613. 15 cents.

Double-farrowing house, convertible to 300 bu, grain bin; 8'x12'; off-center gable roof. Movable, Exterior plywood sides, floor and roof. Plan No. 72626. 15 cents.

THERE ARE HUNDREDS OF OTHER FARM USES FOR EXTERIOR PLYWOOD

Grain Dryers, Hog Feeders, Corn Cribs, Silos, Feed Bins, Brooder Houses, Poultry Houses, Freezer Lackers, Burns, Farm Homes, Remodeling, etc.

Douglas Fir Plywood Builds Tighter Grain Bins . . . Faster!

THIS YEAR, American farmers face a serious shortage of storage facilities for grains—wheat, corn, rice, sorghum, etc. Capitalize on this! Urge your farm customers to build grain storage bins of Douglas fir plywood. Exterior plywood has a proved record you can really sell.

Here are plywood's primary advantages:

1. Fast Construction: The need is now—and plyvood's large panel sizes make building fast, easy... for farmers, farm builders, prefabricators.

2. Durable Construction: Douglas fir plywood is laminated from the wood made durable by nature. Exterior plywood is bonded with completely waterproof adhesive, for permanent outdoor use.

3. Tight Construction: Plywood reduces joints, keeps moisture out, resists leakage, spoilage, permits easier, more certain fumigation.

4. Vermin-Proof: Tight, smooth plywood

walls keep out insects and foreign matter, resist rats and mice.

5. Light, Strong: Movable bins are possible because plywood is light, resists racking. Plywood's structural strength eliminates need for lateral wall bracing; it contains grain pressures, resists wind, full or empty.

6. Adaptable, Attractive: There are plywood bin plans for all grains. Plywood bins are real wood, attractive. They can be converted to other farm uses, and the plywood salvaged for other buildings. Some plans are demountable—an advantage to tenant farmers.

Exterior-Type
Douglas Fir
PLYWOOD

Large, Light, Strong, Real Wood Panels

BONDED WITH COMPLETELY WATERPROOF
PHENOLIC RESIN ADHESIVE

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EDITORS'

Round Table

(Continued from page 55)

gressmen are known as the mouthpiece or the special representative of labor, or of agriculture, or of industry.

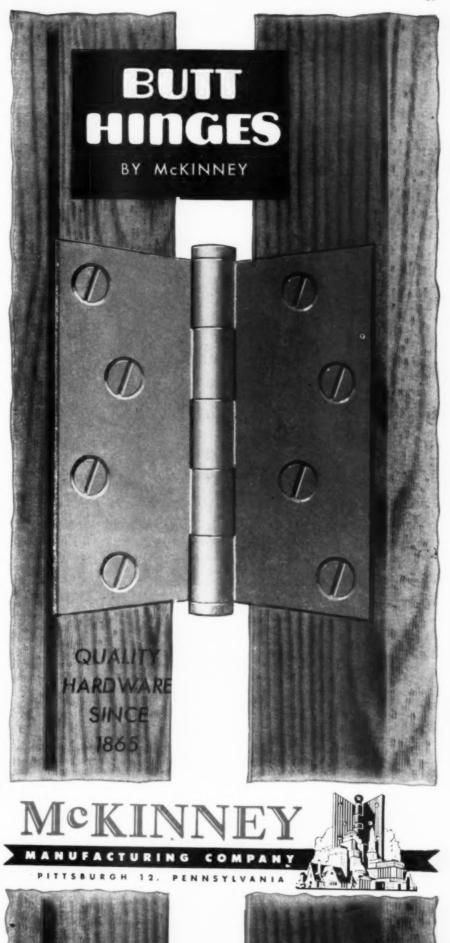
POSSIBLY the nation is going through an unfortunate low spot in the cycle of representation, the result of which will be a lot of bad legislation. If that is true, it is equally true that sooner or later the segments that believe certain representatives to be their special representatives will wake up to the fact that such a concept of representative government is just as bad for the preferred minorities as it is for the unorganized masses.

ANYWAY, the manner in which the dealers resolved what might have been serious difficulties, and disbanded firmly resolved to abide by the majorit decision, is an outstanding example of democracy at its best.

HERBERT HOOVER recently made a great speech. Among many other sage statements is the following. "There are, in fact, more Federal officials in many states than there are combined state, municipal and county, including police. These Federal employees have grown from 570,000 to about 2,200,000 in less than 15 years."

MENTIONING Mr. Hoover was almost a crime ten years ago. To-day, as he ages, even his most bitter critics of former days are inclined to listen. The former President went on to say that "The underlying cause of this gigantic growth is largely due to two great pressures that are at work in our country (that is, in addition to the natural instinct of government bureaus to exioliate). Both of these are filled with complete dangers to this republic.

"FOR ONE, the people of this nation are under the illusion that money from Washington is pure manua. They are selling their birthright as free men, their responsibilities in a free man's government, in order to get their supposed gifts from Heaven. Then there are those who are impatient with the slow process of local reform, and who conceive that all may be good if (Continued on page 59)





...yes. TWO for the space of on

Architecturally speaking, when you can't expand horizontally, you go up.

Bryant engineers did, twelve years ago, when they were called upon to provide gas-fired equipment in a limited space for the world's first apartment building designed to include individual suite heating.

They created the vertical winter air conditioner, and called its installation Personalized Heating. It was one of the few really new developments in heating in several decades, and it set a new standard for heating comfort in all types of multi-family construction.

Later, designers carried the theme a step further... paired gleaming white Bryant automatic water heaters with these vertical winter air conditioners; another space-saving device that was received enthusiastically by planners of multi-family and individual family dwellings alike.

It is a matter of record that these Bryant Personalized Heating systems have been all that they were meant to be, from the standpoint of both cost and comfort. In less space than is normally required for conventional space heating equipment alone, these slim Bryant quality units provide a complete automatic heating and water heating service, economically and surely.

They are an aid to design and construction—and your Bryant Distributor stands ready to lend his aid in helping you to incorporate this efficient, spacesaving equipment into your new plans.



BRYANT HEATER DIVISION AFFILIATED GAS EQUIPMENT, Cleveland, Ohio • Tyler, 1

THE MOST COMPLETE LINE OF GAS HEATING EQUIPMENT IN THE NAT



















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EDITORS'

Round Table

(Continued from page 57)
the Federal government would only
pass a law and set up a bureau and
make an appropriation. Step by
step, the citizen has surrendered a
large part of the control of his life
to an increasingly centralized government, and that is where a large
part of these two million Federal
civil employees are coming from."

SUMMING UP, the nation's only living ex-President says, "The people in the public land states should demand the right to administer their own farms and ranges with their own state and county officials. They should have the courage to undertake their responsibilities. Otherwise, they are only contributing one more mite to the surrender of man's most precious possession, the liberty of self-government."

WHAT, WILL BE the cost of housing under the proposed Housing Bill of 1949? The best answer can be only a guess. Part of it is this: In grants not repayable, \$12,-882,500,000. That includes public housing at 308 million dollars a year for 40 years, land acquisition for slum clearance, and farm housing subsidies; for revolving funds, \$2,-750,000,000 to include public housing, slum clearance and farm housing, slum clearance and farm housing.

THAT'S ONLY part of it. Nobody can estimate several administrative costs, cancellations of indebtedness by the Secretary of Agriculture, plus research.

THEN THERE is another cost that nobody mentions, but it's an important one. It is the cost of publicity operations by the administrators of the law. No one should forget the hidden costs of publicity activities by OPA and other warborn government agencies. When government sells a costly bill of goods to the public one of the functions of the administrators who have to fight for appropriations every year is to keep the public sold. That means a large and costly public relations staff.

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THAT STAFF produces absolutely nothing. It is just another drain on the taxpayer, and is as completely unjustifiable as a thief or house breaker. Terrifying as the known costs of public housing are, the mknown costs are more terrifying.



YOU GET DURABILITY. BERMICO Sewer Pipe stays tight, leak-proof, root-proof. It's corrosion-resistant, built for a life-time of trouble-free service.

YOU GET RUGGEDNESS. BERMICO's strong walls resist breakage, on the truck and on the job. Uniform machining of wall thickness, joints, and fittings, length and bore—withstands sudden temperature changes and soil settlements.

YOU GET FASTER LAYING. One-two-three quick hammer blows—that's all it takes to make a tight joint with BERMICO Sewer Pipe. No joining compound necessary.

FOR HOUSE-TO-SEWER OR SEPTIC TANK Specify BERMICO. Made in a full range of sizes, connections, bends, reducers, adaptors, etc. Nationally advertised. Use BERMICO Perforated pipe for drainage purposes. For further information write Brown Company, Dept. A-16 500 Fifth Ave., New York, N.Y.

EASY TO INSTALL



8-foot lengths reduce number of joints to be made.

EASY TO JOIN



Root-proot, machine tapered joints require no packing.

EASY TO HANDLE



2/3rds lighter than other types of sewer pipe.

BERMICO meets with an ample margin all requirements of Commercial Standards CS 116-44 as issued by National Bureau of Standards, U. S. Department of Commerce.



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America



America Wants Value . . . America Buys CHEVROLET ADVANCE-DESIGN TRUCKS

America's truck operators know that these all-star cargo carriers deliver the goods all along the line—in power, stability, stamina, handling ease, comfort and convenience. They know—and they buy and operate more Chevrolet trucks than any other make. And in owning the nation's Number 1 truck, they enjoy lower cost of operation, lower cost of upkeep and the lowest list prices in the entire truck field!

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Chevrolet's the Only Truck With All These Features

NEW CHEVROLET 4-SPEED SYNCHRO-MESH TRUCK TRANSMISSION

A special feature in Series 3800 and heavier duty models that assures new operating ease and efficiency.

THE CAB THAT "BREATHES"

Here are the trucks with the famous cab that "breathes"! Outside air is drawn in and used air is forced out! Heated in cold weather.*

FLEXI-MOUNTED CAB

Chevrolet's Advance-Design Cab is mounted on rubber, cushioned against road shocks, torsion and vibration.

IMPROVED VALVE-IN-HEAD ENGINE

The world's most economical engine for its size now has greater durability and operating efficiency.



SPLINED REAR AXLE

Greater strength and durability in heavy-duty models with this exclusive Advance-Design feature.

PLUS Uniweld, all-steel cab construction • New, heavier springs • Full-floating hypoid rear axles on the 3600 Series and heavier duty models • All-round visibility with rear corner windows* • Specially designed brakes • Hydrovac power brakes on Series 5000 and 6000 models • Ball-bearing steering • Double-line pre-selective power shift in 2-speed axle at extra cost on Series 5000 and 6000 models • Wide-base wheels • Standard cab-to-axle-length dimensions • Multiple color options.

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*Heating and ventilating system and rear corner windows with de luxe equipment optional at extra cost.

CHOOSE CHEVEOLET TRUCKS FOR TRANSPORTATION UNLIMITED!

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you come out ahead by using FIBERGLAS

BUILDING INSULATION

It's easy to handle

Roll Blankets and Batt Blankets are fully enclosed, won't pull apart. (Fiberglas* Insulation is the only mineral wool that comes in roll blanket form.)

Compression packages pass easily through stud and joist spaces. Light in weight.

Installed cost is low

Competitively priced with ordinary materials, Fiberglas Building Insulation cuts installation cost. There's a size and type for every insulation need. Strong nailing flanges simplify work, cut installation time.



It's a good selling feature

Home buvers recognize Fiberglas as evidence of quality construction. They know Fiberglas Insulations as quality materials that are used in the best homes, appliances, trains, planes, trucks, busses and ships.

2 in 1 Quality ... at no extra cost

Ageless, firesafe glass

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- Fiberglas, the most efficient mineral wool can't rot, burn or absorb
- Feather-light; never packs down
- Permanently efficient, blocks heat loss, helps keep home comfortable -winter and summer.
- * Provides no food for insects or vermin.
- Enclosed roll blanketcontinuous vapor barrier
- Superior moisture protection. Continyous asphalted paper vapor barrier on the warm side. Perforated, vapor permeable paper on the cold side. One-piece installation from floor to
- ceiling . . . no gaps or breaks.
- Easy for workmen to apply correctly with tacks or staple hammer.
- The only mineral wool roll blanket on the market.



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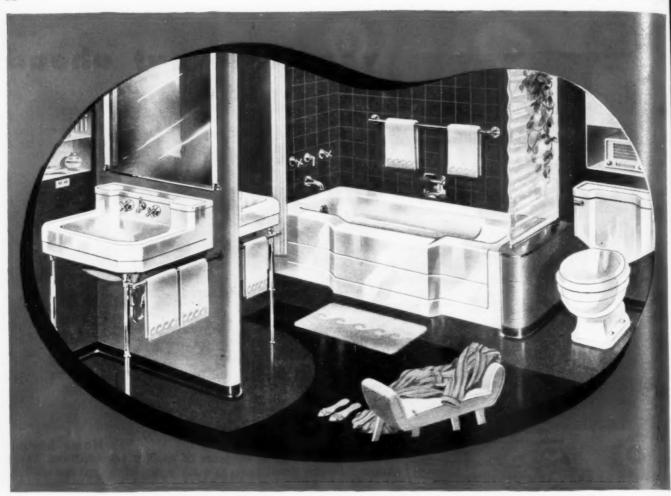








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Sell Your Customers Satisfaction

Many salesmen make extra sales by explaining the special features of Eljer Fixtures that give extra satisfaction. Often, the order for a minor repair job or single fixture can be turned into the sale of a complete bathroom by telling the customer about Eljer values such as these.

Eljer Bothtubs: Low, wide, front-rim seats...easy to step in and out. Bottom is flat, for safety's sake. In the Legation model, end seat is ideal for bathing children, foot bathing or a sitting shower. All parts are within easy reach for cleaning. Thick, vitreous enamel, fused to rugged, rigid cast iron, gives a permanent, satin-smooth finish.

Eljer Vitreous China Lavatories: Overflow outlet concealed beneath front, antisplash rim... gives smooth, unbroken back surface. Many models

feature a generous ledge-shelf, convenient for soap and toilet articles. Chrome-plated Eljer Faucets operate smoothly and all wearing parts are easily renewable. The sparkling, glass-like finish resists stains and is impervious to the effects of all ordinary acids.

Eljer Closet Combinations: Operate quietly and effectively with syphonic, jet-action bowl and "Elvortex" whirlpool flush. Integral china overflow and ground-in valve seat eliminate metal tubes that invite corrosion. Made of real vitreous china for maximum sanitation and ease in cleaning.

Sell Satisfaction... better living... with new bathroom fixtures. Sell Eljer... for a better living for yourself. See your Distributor or write Eljer Co., Ford City, Pa.

It pays you, it pays us-because we specialize in Plumbing Fixtures and Brass



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MONTHLY REVIEW

NEWS OF THE NATIONAL ASSOCIATION OF HOME BUILDERS AND AFFILIATED ASSOCIATIONS

Lockwood Calls for Referendums On Proposed Government Housing



NAHB President Lockwood is welcomed in Boston by Massachusetts' Governor Dever

Challenging the Administration's claim that the result of the November national election was a mandate for a government housing program, Rodney M. Lockwood, NAHB president, in a recent address before the Home Builders Association of Great Boston, asked that the people of each state be permitted to decide by popular referendum whether or not they want a government housing program in the communities of their state,

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He cited the case of California, where the people rejected a state program for subsidized government-swned housing, submitted to referendum vote, by a majority of 2½ to 1.

Pointing out that this rejection took place on the same day that California elected several New Deal Congressmen and gave their electoral vote to President Truman, Lockwood said, "That is why I say it is perfectly clear that the people of this country do not want socialized housing.

"I am confident," he added, "that if the issue is submitted to the people after they have been given all the facts about the government housing program they will reject it as completely unsound and un-American. The \$18 billion socialized housing program will impose a heavy burden on each family owning its own home, both in higher local toxes and higher Federal personal income taxes. The most that the Administration program will do is give

a free ride to a very few politically selected families who may or may not be in the low income group.

"I challenge the Administration to submit this issue to popular vote in the democratic way—let the people decide.

"If Administration forces refuse to do this it will be a plain confession that they know they are trying to take advantage of the present housing situation to put over a socialistic scheme which the people do not want."

During his stay in Boston, Lock-wood was received by Governor Paul A. Dever of Massachusetts, and was presented with a key to the city by Mayor James M. Curley.

Discussion Panel Feature Of Cleveland Meeting

"Merchandising and Selling Homes in 1949" was the topic of a panel discussion which featured the April 12 meeting of the Home Builders Association of Greater Cleveland. The session, patterned after panels at the national convention, was attended by about 100 members.

Jack North, general sales manager of the Cleveland Electric Illuminating Co. spoke on "Something for Nothing—But Nothing Is Free," emphasizing the selling point of giving something "extra" in every house.

"Selling Homes" the topic of John Rowland, Cleveland realtor, was based on the theory that every home has one or more strong selling points. Jim Chandler, real estate editor of the Cleveland Press, discussed "How to Make Money—Buy Advertising."

"The Hardboiled Customer Is Back," a talk by Hugh Selby, builder and past president of the Cleveland association, was based on selling experience in the depression '30's. E. C. Andrews, association treasurer and moderator of the panel, stressed the point that young builders have an important part in today's building program.

Participation and interest in the discussion were very satisfactory, and the association plans a number of panels in the future.

Portland Association Honors Former Executive Secretary

Col. Carlos W. Huntington, former executive secretary of the Portland Home Builders Association, was guest of honor at a banquet sponsored by the group at the Seattle Shrine Club April 11.

Several speakers lauded the honoree on his record with the association and a number of congratulatory messages were read. A lawn swing and matching chair, gifts from members of the group, were presented to the former official.

The banquet committee was composed of George Welby, chairman, Al Norbraten and Frank Evans. Approximately 250 persons attended,

Dallas Builders Launch Drive To Build 3,000 Economy Homes

A drive to build 3,000 economy homes during the coming year was launched in April by the Dallas Home Builders Association. The "kick-off" party, staged in a Dallas night club with 700 in attendance, attracted national attention.

Dallas builders have constructed more than 25,000 homes since the end of the war. President of the association, one of NAHB's largest chapters, is Avery Mays. Other officers are George Mixon, vice president; Veron Smith, secretary; and Wilson Brown, treasurer. Grover Godfrey is executive secretary.

300 Attend Rochester Banquet

The annual banquet of the Rochester Home Builders Association was held April 20 at the Brooklea Country Club, Rochester, N.Y.

Approximately 300 persons, including out of town guests, attended the party.

Milwaukee Closes Membership Drive



AT the banquet which closed the Milwaubee Builders Association's highly successful membership drive, James R. Baer, Milwaukee, a NAHB director (below, right), receives a wrist watch as one of the individual winners. Shown with him are (below, from left) Edward G. Gavin, editor of the American Builder; Mrs. Henny Mollgaard, Milwaukee builder; (above) John Parmentier, president, Wisconsin Builders Association; Roland J. Teske, president of the Milwaukee group; and Normine Watkins, NAHB director of membership and chapter relations

Two membership drives by the Milwaukee Builders Association, the first netting 191 new members and the second 65 were climated April 20 with a banquet at the Plankington Hotel in Milwaukee

Presentation of prizes was made by Normine Watkins, NAHB director of membership and chapter relations. Talks were made by John Parmentier, newly-elected president of the Wisconsin Builders Association, and Edward G. Gavin, American Builder editor.

In the contest, members were divided into six teams. A luncheon meeting of the captains and umpires was held each week. Prizes consisted of both weekly and grand individual and team prices.

and team prizes.

A "send-off" dinner and cocktail party was held at the beginning of the campaign, at which contestants were given kits containing data about the local and national association.

National Home Week September 11-17

Rochester Association Issues Bulletin for Home Buyers

To explain the things the Rochester Home Builders Association stands for, that chapter of NAHB has issued a four-page bulletin for public distribution which tells what aids the association can give to the prospective home buyer. It also contains a list of association members,

The bulletin points out that no

builder enters the association until his performance record has been carefully checked. Each member agrees to a code of ethics set up by the chapter. While the association does not recommend specific builders, the bulletin states, a client can find out if a prospective contractor has maintained a good standard in matters of credit or

Chicago Association Names A. O. Aldrich President

A. O. Aldrich, president of Aldrich Home Builders, Franklin Park, Ill. was named president of the Chicago Metropolitan Home Builders Association at the group's annual election in May, Nathan Manilow, 1949 NAHB treasurer, is the retiring Chicago leader.

Aldrich, a vice president last year, was also chairman of the association's safety and insurance committee, which recently honored 38 of the chapter's buildermembers for achieving perfect safety records on home construction jobs.

Elected to the post of vice president were V. Arthur Olson, E. C. Mahoney, Joseph B. Ford and J. T. Schless C. E. Blomgren is the new secretary and Morton H. Robbins, treasurer.



A. O. ALDRICH

Martin C. Huggett, executive vice president, heads the association's administrative staff. Other members of the staff are Roy F. Healy, executive assistant; Harlo J. Dunn, assistant secretary; Lawrence G. Holmes, insurance manager; and Rose F. McGuinness, office manager.

40,000 Attend Memphis Home Show



OPPOSITION to public housing is the theme of chapter exhibit of Home Builders Association of Memphis at Memphis and Mid-South Home Show which was sponsored by the organization April 11-18. Held in the Shelby County building at the Memphis Fairgrounds, the exhibition was attended by more than 40,000 persons. A feature of the show was 3 model homes contest in which 3,000 junior and senior high school manual training students participated. Donald Crittenden, executive vice president of the Memphis NAHB affiliate, planned and directed the show

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Funaro Leaves Cleveland Executive Director Post

Announcement has been made of the resignation of James V. "Jim" Funaro from the post of executive director of the Home Builders Association of Greater Cleveland. Funaro, who was appointed to the position in May, 1945, resigned because of considerations of health. Jerome J. Madigan, formerly public relations director, is now serving as acting executive director.

Funaro became acquainted with the building industry while in high school, through association with his father who still runs a stone cutter contracting business. He later took a two year building construction course at Car-



JIM FUNARO

IERRY MADIGAN

negie Tech; and in 1929 received a degree in business administration from the University of Pittsburgh. He has been a free lance writer in the building field and an editor of plant publications.

Madigan, a business administration graduate of John Carroll University, is a former newspaper reporter and editor, and public relations man. During the war he was a combat correspondent for the Army Air Forces. Madigan joined the Cleveland association in November, 1948.

New Home Prices Won't Drop In 1949, Survey Indicates

The latest survey of the home building market in the Chicago area by the Chicago Metropolitan Home Builders Association indicates that prospects for a further decrease in the price of new homes during 1949 are very remote,

Martin C. Huggett, executive vice president of the association, declared in his April report to the home building industry in the Chicago territory that "prices of new homes cannot go down this year because costs of new homes to the builder are down as far as pressure, ingenuity and the resort to every facility open to home builders, can force them."

Huggett added that builders' gains in er-momical construction techniques and libor-saving materials and methods have been counteracted by gradnally rising prices of labor and materials

Open New Orleans Home Show

The 1949 Home Show of the Home Builders Association of New Orleans was spened May 21.

Cortright's Column

By Frank W. Cortright

Executive Vice President, National Association of Home Builders of the United States



Do you know how Uncle Sam will spend \$40 billion of your money this year for Federal government activities? If you are not interested you should be, because this is exactly five times the cost of bureaucracy in 1937 and—if something is not done and we continue our rapid conversion into a social welfare state—it may be only a fraction of the cost ten years from now.

First of all, you should know that the annual turn-over of government civilian employees amounts to 500,000 persons—one-fourth of the total personnel. Why? The reasons include lack of opportunity for advancement, general frustration and, most important of all, low government pay. College graduates, for example, enter government service at \$2,975 and the best they can hope for is \$10,330 after as much as 30 years service. The Hoover Commission found in one bureau 24 subordinates receiving as much compensation as their chief.

Do you know that the Federal government has, in storage, supplies and equipment amounting to \$27 billion? Its "million or more" motor vehicles are worth at least two billion dollars—\$900 million a year is spent for paper clips, bulldozers, bulls, etc.

Including military and post office buildings, the government has 75 million square feet of building space. It has 18 million square feet of floor space to hold government records. Half of the three million government purchase orders are for \$10 or less, and cost far more than \$10 each to process because of the red tape involved.

The Armed Services, according to the Hoover report, are even less efficient. For example, the last appropriation requested \$2.3 billion for construction. The Secretary of Defense, when asked for a breakdown, took more than two months to reply and then disclosed that it was proposed to build 990 family homes in Alaska at a cost of \$58,950 per unit, 828 family houses on Guam at a cost of \$48,000 per house, and 7.880 family houses in the U.S. at an average of \$18,600 each. (Considering the fact that the land was government-owned, these figures seem somewhat high, even for government construction.)

Moving over to the Treasury Department with its 90,000 employees, we find its methods, according to the report, are obsolete. Faced with the task of collecting and distributing \$40 billions each year, it seems unfortunate to say that interest on our \$252 billion national debt is, at the least, \$5.25 billion a year, one-third as much as the total national debt in 1939.

Far worse is the verdict on the methods and management of the world's largest business, the Post Office Department. With an income of \$1.3 billion a year, it employs 500,000 people, runs 42,000 post offices, operates 10,000 trucks, manages 24,000 buildings and delivers 37 billion pieces of mail.

Its deficit has increased from \$263 million in 1943 to \$500 million in 1949; and the penny postal card costs the taxpayer about two and a half cents to print and deliver.

These are just a few highlights from a factual, unbiased report made by 300 of the nation's ablest experts under ex-President Hoover. Not only is it a sad commentary on the wasteful use of American taxpayers' funds, but, more important, it presents an alarming picture of the future. When, as, and if the government takes over housing, medicine, and education, and increases our social security to 1½ trillions of dollars as is now suggested, we may expect a further duplication of bureaus, further waste of huge sums of money and the addition of millions more in trained and qualified personnel.

For 20 years now the people have voted for more and more government in business. They not only are getting it, but in a large part they are getting bad and wasteful government.

American

Klein Honor Guest at Dinner Given by Long Island Home Builders



PRESIDENT Leonard L. Frank of the Long Island Home Builders Institute presents scroll to Kalman Klein in recognition of outstanding service as president of the group in 1947 and 1948. Left to right are: James Graham, chairman of the dinner committee; Klein; Frank; Rodney M. Lockwood, NAHB president; and W. P. "Bill" Atkinson, second vice president of NAHB

A scroll citing him for outstanding achievement as president of the Long Island Home Builders Institute during 1947 and 1948 was presented Kalman Klein in a ceremony at the Institute's seventh annual dinner and dance April 9 at the Hotel Statler, New York, Klein was also presented a television set at the party, which was attended by a record crowd of 1090.

Among the prominent persons attending were several NAHB officers including Rodney M. Lockwood, president; William P. Atkinson, second vice president; and Frank W. Cortright, executive vice president.

James Graham was chairman of the banquet committee. Co-chairmen were Joseph Carillo and Rudy Matern.

Address by Engineer Feature Of San Antonio Meeting

The San Antonio Home Builders Association heard a talk on "Engineering and its relation to housing," by Frank T. Drought, veteran San Antonio engineer and a member of the Bexar chapter of the Society of Professional Engineers, at an April 26 meeting in the Menger Hotel, San Antonio. The society's president, Delbert Ward, was also a guest of the association.

William E. Thomas is association program committee chairman.

Fort Worth Group Has Booth At Newspaper Home Show

A booth sponsored by the Home Builders Association of Fort Worth at The Fort Worth Star Telegram's Home Show held in late April was utilized to advertise the active and associate members of the association, and to show typical examples of construction by association builders.

A number of builders furnished photographs and descriptions of homes as a part of the exhibit.

Exhibits, Contests Feature Builders Show at Dayton

Presenting a variety of interesting exhibits and activities, the Montgomery County Home Builders Association of Ohio attracted capacity crowds to its second annual builders show April 16-22 at the Dayton Fairgrounds coliseum.

Prizes totaling a retail value of more than \$2,000 were awarded. These included a Frigidaire electric range, Kelvinator refrigerator, ABC ironer, Westinghouse Laundromat, Crosley television set and Hotpoint dishwasher. A number of exhibitors also offered prizes. There were 104 display booths.

Other features were a grandmother's tea and an "Easter Parade," at which contests were held and cash awards made.

An exhibit of five miniature concrete homes attracted considerable interest. These homes were on display previously at shows in Buffalo and New York City. A booth sponsored by the Dayton Board of Education demonstrated its apprentice training program. Booths were also sponsored by the FHA and the Montgomery County chapter of the American Red Cross.

Additional activities now being planned by the Montgomery County Association include a state association meeting to be held some time in June, the local group's annual picnic on June 22, and the organization of a woman's group.

Texas Builders Schedule Three Day Coast Outing

A three day outing at Galveston, to include fishing, sightseeing and entertainment, has been scheduled by the Home Builders Association of Dallas for June 24-26. The all-expense trip will be made on a special train. There will be no business or speeches.

Plan Office Space for Sales Representatives in Chicago Chapter Building Center

A plan whereby office space in the association's downtown building center will be made available to sales representatives of building and allied firms has been announced by the Chicago Metropolitan Home Builders Association.

The move will add a new feature to the model chapter headquarters, where permanent display booths for materials, furnishings, and services have attracted wide interest since they were installed early in 1948.

Located in the basement floor of the Chicago group's building, the new sales center will provide 12 partitioned spaces, each with an area of approximately 40 square feet. It will be ready for occupancy around July 1.

A separate switchboard will be installed and each office furnished with a telephone. The board will be in charge of a qualified stenographer who will also handle correspondence at the prevailing public rates. Desks and other furniture will be uniform. These may be furnished by the tenant or purchased by him from the association.

The rental has been tentatively set at \$60 a month per space, according to Martin C. Huggett, executive vice president of the organization. He pointed out that in addition to the advantage of a location in the center of building activity, the offices are airconditioned, equipped with modern lighting equipment, and have convenient layatory facilities.

The association's permanent exhibits, Huggett reported, have proved very popular with visitors, increasing interest in the building industry and serving as a valuable means of promoting sales for the exhibitors. There are at present nearly 50 exhibits located on the first or ground floor and in the display windows.

Executive offices of the Chicago NAHB affiliate are on the second floor of the headquarters. Other facilities provided by the building are a club dining room and an ample meeting

Interest High in National Home Week, NAHB Reports

Interest in National Home Week, the building industry's comprehensive promotion which was initiated last year, has been indicated by a number of leading manufacturers in the home material, equipment and appliance fields.

NAHB officials pointed out that not only companies in the manufacturing phase of the industry but those in finance, distribution and service can take advantage of the opportunity to obtain consumer goodwill by taking part in the program.

National Home Week is scheduled for September 11-17. Most chapters have their programs well underway



Never before has the vapor barrier for any kind of building insulation carried an Underwriters' Laboratories, Inc. label! But now the fireresistant vapor barrier for Carey's resilient rock wool

fire-safety! Yes, Carey now gives you a modern, resilient rock wool batt with proved advantages you knoweasier handling, less space needed for shipping and storage, greater resilience-plus the extra, added selling power of the famous Underwriters' Laboratories, Inc. label on every package. No other insulation offers so much!

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Dealers, builders, contractors, architects, engineers and fire-prevention officials acclaim Carey's new fire-resistant vapor barrier as the greatest step forward in home insulation history. For complete information, including samples, see your Carey Representative-OR, write Dept. AB-6 The Philip Carey Manufacturing Co., Cincinnati 15, Ohio. In Canada: The Philip Carey Co., Ltd., Montreal 25, P. Q.

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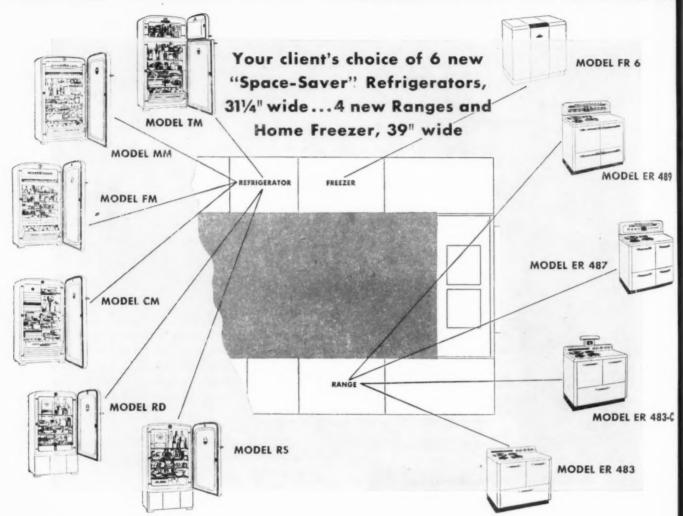
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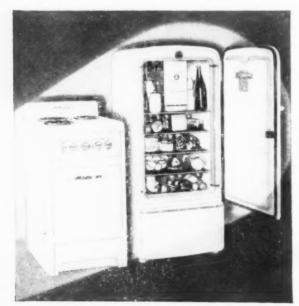
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AMERICAN BUILDER

E D I T O R I A L

Liberals and Reactionaries

THROUGHOUT the controversy surrounding public housing, attempts have been made to label the proponents and the opponents as liberals and reactionaries, respectively. The alleged liberals are represented as having the interest of the under-privileged at heart, and having a broad, new vision of advanced functions of free government. The so-called reactionaries are pictured as selfish individualists who resent government in business only because such activity threatens the economic welfare of the alleged individualists.

The truth is that in both camps there are selfish individualists less concerned with the public good than with the acquisition of new powers or the protection of established prerogatives. In both camps there are genuine reactionaries who either consciously or unconsciously seek a throw-back to some form of autocracy. Certainly, it must be admitted that the so-called liberals include all shades of left-wing thinking from starry-eyed idealism to outright communism, the former patriotically motivated, and the latter devoted to the destruction of individual freedom. The alleged reactionaries include everything from champions of full individual liberty and opportunity to the mentally atrophied members of the school of status quo. All of the extreme groups on both sides probably are in the minority.

Unorganized, less vocal, but undoubtedly forming the great majorities in both camps are those who sincerely seek to provide better housing for all. Because the building industry has not provided new homes for all of the lowest income brackets, and has not solved the metropolitan slum problem, unselfish public housing advocates assume that neither can be done without Federal government aid. The assumption is unwarranted because slums always have been considered the problem of city government, and until recently no one ever conceived that the function of the home building industry is to take the initiative in slum rehabilitation or to build for the lowest income brackets. This new conception of the function of home builders, however, has not been denied by the industry. Throughout the past four years of liquidating the critical housing shortage, home builders have taken the time to concern themselves with low-cost housing and slum rehabilitation, and have made and are continuing to make remarkable progress.

Given time, they will find the answers, and in the meantime they and other opponents of public housing insist that the solutions being discovered and implemented by a free, competitive industry will be immeasurably more satisfactory and more economical than anything that can be devised by government. The reason is that, based on performance here and the evidence in socialist countries, the conclusion is inescapable that the welfare of all, including the lowest income brackets, will be served better by individuals spurred by the incentive of broader markets for housing than by the efforts of government, which by the very nature of government must be costly, cumbersome and slow, and must inevitably result in policing the lives of the public housing beneficiaries. Actually, the so-called reactionaries are the sound, practical liberals.

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Master Builders Association Stages Outstandingly Successful Demonstration Of Houses During Home Show



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AN OUTSTANDING job of cooperation in group promotion for the home building industry was staged in Seattle during the home show there. Under sponsorship of the Seattle Master Builders Association, an extensive display of 38 homes was exhibited to the public in an unusual and attractive manner January 29 through February 6. V. H. Dent is executive vice president of the Seattle Master Builders Association, which is affiliated with NAHB.

The show had two unusual features, both of which are a tribute to the energy and ingenuity of the builders in the fast-growing and beautiful northwestern city. Under a large heading "Cavalcade of Seattle Homes", three-by-four-foot colored photographs of 38 fine homes and apartments were featured. In addition a six-room model house was erected in five days in the State Armory in Seattle as a demonstration of how home builders can do quality work on a well-designed house in a matter of days.

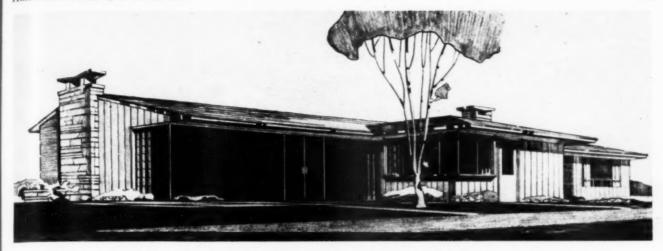
The 38 three-by-four-foot colored photographs of typical homes being erected in the Seattle area—work of the city's best builders—were displayed on both sides of a framework more than 50 feet long. The exhibit was located adjacent to the entrance to the exhibition hall where all visitors had to pass before viewing any of the other displays. Colors in the large photographs duplicated actual colors on the houses—exterior finish, roof, landscaping—matched from the builder's project plus his individual help for artists. The builder's name was prominently displayed with each model house pictured, and the location was shown. A scale plan immediately below each photograph permitted visitors to study each house inside and out

Because these were colored photographs and plans of houses and apartments which had actually been constructed in Seattle, show visitors and especially prospective home purchasers were able to study the offerings of the leading home builders of the city at one central spot. Obviously this made it simple for home buyers to decide what projects and houses to visit on the sites in their search for a house to purchase. The prospects were able, also, to visit and become personally acquainted with the home builders themselves or with their representatives during the show so that when the site was visited the prospects and sellers were no longer strangers.

A display such as this, however, has additional value because it demonstrates to the general public—renters and non-prospects for homes—what home builders in a community are actually doing and what is being offered for prices asked. Many families never visit projects and rely on hearsay, newspapers, and magazines for their knowledge of what the industry is doing. By showing large colored photographs, plans, and prices of a large number of the offerings of home builders in all price ranges in one central point, a great deal is accomplished in public relations that can never be accomplished in any other manner.

The erection of a six-room house in only five days at the home show was another outstanding achievement of the Seattle builders promotion. It was not a prefabricated house. It was a brick and frame structure complete in every respect except that the plumbing was not connected. The job which ordinarily would take 10 to 15 times as long to do was accomplished by Lars Boyd and Harry Mahrenholz. Work started at 12:01 A.M. Monday morning and from then on three shifts of ten carpenters each were on the job. Every piece of lumber and brick was put into place as the house was built. By Monday night the walls were up; Tuesday the house was completely enclosed with the roof on. Saturday night the house was not only beautifully decorated but was completely furnished in an attractive manner.

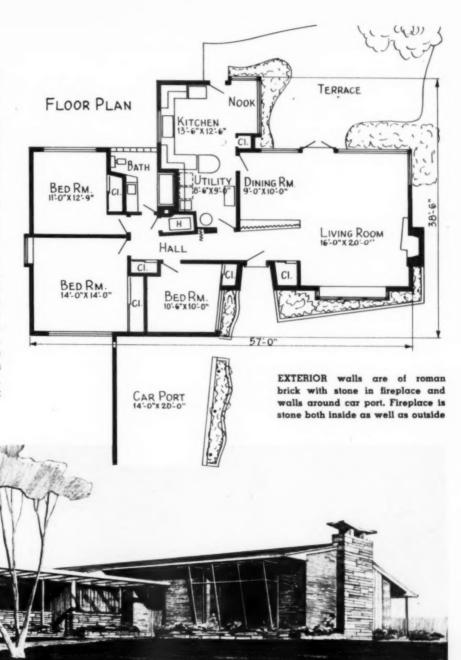
This home show display house was designed by Lawrence & Hazen, prominent Seattle architects, who also designed a number of houses in the Cavalcade. Frederick & Nelson department store, of Seattle, furnished the house.



REAR of the Seattle home show house is featured by large glass areas in wall of living room and breakfast nook

Home Show House Erected in 5 Days

THIS is no ordinary house. That fact plus the speedy erection time made it an outstanding attraction at the home show. The entire rear wall of the living room is glass, supported by a stainless steel frame. The front of the living room is dominated by a studio window, which slants outward from floor to ceiling. The bottom portion of this window rests in a flower box. All lighting in the house is indirect. The dining room is screened from the front entrance by an unusually attractive built-in buffet with corrugated structural glass above it. The living room Alls are paneled with walnut except for one area where Wilkinson sandstone is used. The study is paneled with Korina wood, and the floor is cork tile. Asphalt tile flooring was used in one bedroom, rubber tile in the bathroom and plastic tile on the kitchen floor. A stone wall separates the car port from the front walk.



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CLARENCE, Carl and Arthur Lagerquist, operating as Lagerquist Brothers, Inc., showed this house during the Seattle Home Show





On this and the following pages a few of the 38 houses which were shown in large colored photographs at the Seattle Home Show are presented with illustrations, plans and brief descriptions.

N ADDITION to being erected on a site permitting an unobstructed view of Puget Sound, this \$38,500 house, designed by Architect John Ridley, is built around a patio with an outdoor fireplace in the regular chimney. In addition to the three bedrooms and two baths on the main floor, there is a large recreation room with a snack bar in the basement, which is finished in knotty pine. There is also an additional bath, large storage area and a furnace room in the basement. Heat is supplied by radiant ceiling panels. Both mainfloor baths are tiled to a height of six feet. Window sash are aluminum and, as the plan shows, a feature of the house is the large glass areas on all sides. The upward-acting garage door is operated with an electric eye, activated by a push button on the dash of the car. Hand-split shakes cover the roof. COMPACT planning was incorporated in an unusual design by Architect John Rid-

ley of Seattle in this western-style \$38. 500 house, situated on an 84x180-foot lot



SITUATING the house considerably above street level served to emphasize and enlarge distinguishing characteristics



GARAGE BASEMENT MAID'S quarters, a large recreation room with a fireplace and the laundry facilities are located in finished basement

LTHOUGH this house has but A a 50-foot frontage, the long sweeping horizontal lines give it the appearance of being much wider. Erected on a 75x120-foot lot, it was built for the owner by Nelse Mortensen & Co. for \$36,000 and was displayed by the builder at the Seattle Home Show. Roman brick is used for the exterior walls with bevel siding on the gable ends. The roof is covered with shakes. Heat is supplied by a warm air unit. Interior walls are plastered. A study of the plan shows an unusually large amount of closet and storage space on the main floor despite the fact there are three bedrooms, a large bath and separate living and dining rooms.

Attractive Two-Bedroom House for a 50-Foot Lot



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FIRST FLOOR



WITH a price tag of only \$8,850, George E. Bell designed, built and sold 15 houses like this on 50 x 125-foot lots as fast as they could be completed. Working with the South Seattle Construction Co., which is encouraging architectbuilder teamwork in Seattle, Bell plans to erect 20 more similar homes. Exterior is covered with machined shakes, window sash are metal and the roof is finished with cedar shingles. A 12x20-foot garage with paved driveway is included in the price. Kitchen is equipped with metal cabinets, an automatic washer and a water heater.



ONE of the three-bedroom pumice concrete block houses in Parkwood, typical of those designed by W. A. Wollander, Seattle

Balch Features Varied Designs in Small Houses



FLOOR PLAN

THE name of Albert Balch is synonymous with good houses in Seattle. Nationally he has achieved a reputation in the home building industry for well-planned subdivisions, good house design and quality units. Unlike most builders working on large tracts with a few basic plans, Balch uses dozens of plans. He never admits satisfaction with any house plan or design. When he has produced an outstanding design

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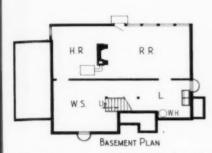
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ABOVE and at right are basic floor plans of the two and three-bedroom pumice concrete block houses. The interesting exterior variations of these basic plans are shown in the street of homes at bottom of this page. Note also, below, how the houses are set at odd angles on the lots to take full advantage of trees, land contours, and angles at which streets are laid









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IO achieve more variety in Parkwood, a large number of frame houses, designed by Thomas, Grainger & Thomas, were erected

at a good price, his immediate desire is to do even better. In his newest subdivision, Parkwood, three separate architectural firms have been employed—W. A. Wollander, Tacoma; Thomas, Grainger & Thomas, Seattle; and John Ridley, Seattle. About 200 houses will be erected this year by Balch.

When Parkwood was started 59 pumice concrete block houses were erected—all of them ranch type. In the second group of 127 houses now under construction, more of the pumice concrete block houses will be built, but a large number of frame houses of different designs are being added. The masonry houses are popular, but Balch finds there is also a strong demand for the more conventional frame houses in his area.

The masonry houses are built on concrete slabs with copper coils imbedded in the floor for radiant heating.

A popular feature in the Parkwood houses is the installation of folding stairways to provide easy access to about 450 square feet of floored storage space in the attics.

Lots in the Parkwood subdivision vary between 60 x 125 and 60x140 feet, valued at \$1,250 to \$1,500. The entire area is well wooded and the curvilinear streets are lined with native pine and fir trees. Houses are not set on the lots in the usual square manner, but are



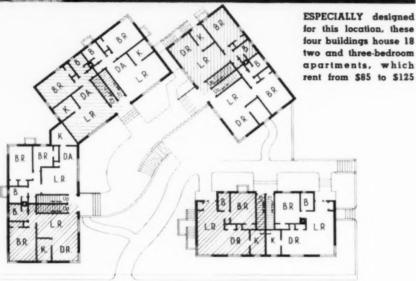
ANOTHER variation in the Parkwood frame houses, all of which have basements. Fireplaces are standard, Floors are select oak

placed at different angles to take full advantage of the trees and land contours.

The two-bedroom houses in Parkwood are selling at \$10,900 and the three-bedroom models at \$11,500. Down payments are around \$1,400. Balch is exceptionally promotion-minded for a home builder and uses every opportunity to advertise and publicize his offerings to the public. He makes liberal use of newspaper display space and also the classified columns. His slogan—"Builder of Fine Communities"—means Albert Balch and his work to the residents of Seattle.







Apartments Shown at Seattle Home Show

THE "Cavalcade of Seattle Homes" promotional exhibit at the recent home show was not confined to single-family detached dwellings. A number of excellent apartment projects being completed for rental purposes were also shown.

The apartment group at the left was designed by Stuart & Durham, architects, for Hebb & Narodick Construction Co. of Seattle. The 18 one and two-bedroom units are built around an open court facing the street. Four separate buildings, uniform in appearance and layout, have large glass areas which, with some stucco at the corners to remove monotony from the solid brick surfaces, present a pleasing appearance.

All heat is radiant. Ground floor apartments have heating coils in the floors while upper floors have coils in ceilings. Interior walls are plastered and all floors are hardwood except on the ground level where asphalt tile is used. One of the features of this plan is that each apartment has its private entrance. There is also a full basement area for each apartment with automatic washer, drier and locker space. The one-bedroom units rent for \$85 per month and the two-bedroom for \$110 to \$125 per month.

Two-Bedroom Apartments to Rent Under \$100



EXTERIORS are roman brick. Trim is off-white with red to blend with the brick





REALIZING the need for good, livable apartments of the garden-type, F. R. McAbee and V. O. Stringfellow of Seattle completed a group of several hundred one and two-bedroom units to rent from \$87.50 to \$97.50. Architects George Wellington Stoddard and Associates worked out the plans so that every bedroom has cross ventilation. Large window areas in living, kitchen and dining rooms are also featured in these buildings. All the buildings are radiant heated. Floors are hardwood and interior walls are plastered. Automatic laundries, drying rooms and locker space for each tenant are provided in the basement. The builders also considered the requirements of growing children by completing play yards for them.

Although this firm is continuing to build apartments in 1949, the units are somewhat smaller and will include a few bachelor units. Prices will not vary appreciably.

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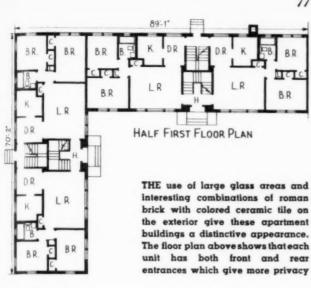
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Distinctive Entrances Are Plus Feature

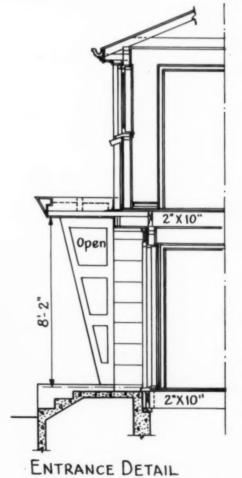
In addition to designing well laid-out units with large glass areas and good ventilation, Architect La Monte Shorett put special emphasis on attractive entrances to the apartment buildings erected by O. H. Sundt in Seattle. On both sides and above the main entrance to each building the walls are finished in bluish green ceramic tile. Above each entrance is a sheet metal soffit resting on splayed timber supports, finished in colors which blend with the balance of the exterior roman brick finish. Each of the 16 apartments has five rooms and rents for \$110 per month.

Interior walls are plastered and painted. Each bathroom has a shower above the tub. Floors are hardwood except in kitchens and bathrooms where linoleum and tile are used. Heat is steam, regulated by a master thermostat in the manager's office. Windows are wood sash. One of the distinctive features of these apartments is the fact that each unit has a separate front and rear entrance. The roofs are low-pitch covered with asphalt shingles. The court, surrounded on three sides by the buildings, is attractively landscaped with a good lawn and shrubbery.



THE building is U-shaped around an attractively landscaped court. The bluish green ceramic tile applied around each front entrance creates interesting decor





INTERESTING treatment of front entrance exteriors is shown in photo and detail above

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REAR view of house designed for 70x240-foot lake front lot sloping toward the beach

Designed for Sloping Site Facing a Lake

HOUSES in the Seattle Cavalcade of Homes included some which were designed and built especially for specific locations. A lot sloping toward a lake was the site for which the house shown here was designed. Because the house is between the street and the lake, the quarters which would ordinarily front on the street are placed away from the street and toward the lake so that occu-

pants can take full advantage of the view and breezes from the lake. An 8x40-foot sun deck, not shown on the plan, runs the width of the house at the rear, facing the lake. There is also a large basement recreation room finished in knotty pine. The house was designed by Glenn Carpenter and built by Harold F. Wilkinson. The price of this house, exclusive of the lot, is \$35,000.



Spe

BASEN

THREE

SECOND FLOOR PLAN



FIRST FLOOR PLAN

Interesting Small Home Exteriors



THE price of this house is \$6,700, including 60x130-foot lot. Down payment required is only \$400, with balance financed by FHA-insured 95 per cent loan



ALTHOUGH both of these houses, built by Samuel Andersen, are in the low price range, their front elevations indicate careful planning and good workmanship. The model at left has a cedar shingle roof, shakes on the exterior walls and gypsum board on the interior walls. Heat is supplied by an oil-fired warm air unit. Andersen plans to build about 30 of these in 1949. The house below has plastered interior walls, hardwood floors, an oil-fired warm air furnace and an attached garage. It is located on a 50x100-foot lot.





SELLING price of the model above is \$9,200 including lot on paved street and sewer

Special Plan for Unusual Site



FIRST FLOOR PLAN



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BASEMENT PLAN

BASEMENT plan includes maid's quarters in addition to 35-foot long recreation room



THREE hallway closets add to the ample amount of storage space on the main floor



SPACIOUS interior of house above is not apparent from front elevation. It was built for \$41,000 on a 60x130-foot lot, supplied by owner. Basement is finished

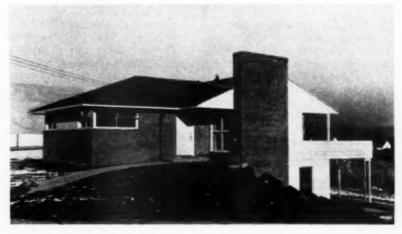
THE site for this house sloped sharply to the right toward the next lot and to the rear toward a golf course. William J. Bain & Associates, architects, developed the plan so occupants could not only enjoy the open view to the rear to the utmost but so they could also use all the living space which could be built into a house on the site. The living room has three outside walls with large terraces at both the front and rear. The basement is entirely finished and includes maid's quarters in addition to

a large game room, laundry, and furnace room, a large amount of storage space and the garage. Exterior walls are brick veneer and the roof is covered with split shakes. Gutters and downspouts are copper. Interior walls are plastered and floors throughout are hardwood. Heat is forced warm air. Window sash are aluminum with plate glass or double-strength glass. Kitchen equipment includes an automatic dishwasher. The house was built for the owner by S. H. Christianson.

House Adapted to Hilly Terrain

THE house and plan shown here is Architect Ira Cummings' answer to the problem posed by this sloping site. Although the front entrance is slightly above street level, the front of the living room is a full story above street level, and permitted construction of a car port under a terrace just off the living room. A recreation room is adjacent to the car port below the living room. The large glass areas provide

ample light and ventilation in addition to enhancing the exterior appearance of the house. The roof is covered with hand-split cedar shakes and exterior walls are red roman brick. Heat is oil-fired warm air. Interior walls are plastered; floors are hardwood. Bathroom is finished in tile. The Hebb & Narodick Construction Co., Inc., built the house on a 52x97-foot lot. The selling price is \$16,250.



EFFECTIVE combination of red roman brick and white bevel siding maintains horizontal lines of main floor even though it is actually a two-story house

Cavalcade of Homes



SECOND FLOOR PLAN



THE \$40,000 price on this individually-designed house included the cost of the lot

N. K. D.R. B. S'X26:0' B. S CTCI B. S'X26:0' FIRST FLOOR PLAN

Compactness in Four Floor Levels

DESPITE the fact this house has four distinct floor levels, roof lines and front elevation blend the four into a pleasing and distinctive exterior. The rear walls of the house on the two levels exposed are largely glass to permit occupants to enjoy a view of the surrounding country for

many miles in any direction. By lowering the level of the projecting garage one-half story and placing the large study above that, roof lines extend uninterruptedly from the twostory portion over the study. The house, designed by Architect Fred J. Rogers, was built by Raber & Co.

Small House Planned for Special Site



FAIRBANKS-OWEN, INC., built the brick veneer shown here on a 60x128-foot lot for \$11,500. Bath is tiled and kitchen work-counter is Formica with tile for backsplash

ALTHOUGH this small home appears very ordinary from the front, the rear has unusually large window areas to permit enjoyment of an excellent view from the high point of its location. The garage is incorporated in the full basement. Heat is supplied by electrical units, thermostatically controlled for each room.



Low Price with High Livability

TYPICALLY western in plan and appearance, the brick veneer home shown here has an added feature—a small front porch or overhang which

adequately protects the unusually large living room window from sun. The slab floor, covered with asphalt tile contains pipes for radiant heat.

LOWELL V. CASEY, A. I. A. designed this house erected by Modern Home Builders. Price including 57x102-foot lot. \$12,250





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THE \$12,600 price on this house included a 50x100-foot lot in a high-cost land area.

Sheltered Entrances are Small House Feature

THE designer of this small house not only protected both the front and rear entrances but carried a good overhang across the front to adequately shade the large window in the living room. The house has a full

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basement, part of which is used for a garage. Interior walls are plastered and heat is supplied by an oil-fired forced circulating unit. The house was designed by E. Sumner Draper and built by Modern Home Builders.

Survey of Greater Seattle Housing Market Helps to Guide Home Builders

THE Bureau of Business Research of the University of Washington, working with the city of Seattle and interested business and civic groups, completed a comprehensive survey of the Greater Seattle housing market this spring. The complete report consists of 190 typewritten pages, but a few of the highlights of the survey reveal that:

Within the next three years, 16 per cent of the families in the Seattle area plan to move and buy or build a house.

Of the above families 41 per cent will purchase a "used" house.

Of the families who intend to buy or build, 35.5 per cent want to pay under \$7,500; 24.6 per cent want to pay from \$7,500 to \$10,000; 29.1 per cent want to pay from \$10,000 to \$15,000 and 10.8 per cent will pay more than \$15,000.

The importance of down payments on houses is of prime importance, and, of those who expressed their intention to buy or build, it was found that 13.6 per cent can pay up to \$750 down; 20.7 per cent can pay from \$750 to \$1,250 down; 27 per cent can pay from \$1,250 to \$2,250 down and 16 per cent can pay from \$2,250 to \$3,250 down.

Monthly payment preferences of families intending to buy or build reveal that 4.2 per cent can make payments of \$35; 23.1 per cent can pay \$35 to \$44; 36.1 per cent can pay from \$45 to \$54; 15.8 per cent can pay from \$55 to \$64; 20.8 per cent can pay more than \$65.

The families who will build or buy in the Seattle area expressed their feelings about types of construction as follows: 49 per cent prefer frame construction and 33.3 per cent prefer brick construction.

As usual, the most popular choice for number of bedrooms was two. Only 3.6 per cent prefer one bedroom; 47.4 per cent want two bedrooms; 43.8 per cent want three bedrooms and 5.2 per cent want four bedrooms.

The combination living and dining room question was explored by those making the Seattle survey. The following figures are the result: 37.8 per cent want a combination living and dining room; 56 per cent want the living room separate; 54.3 per cent want the dining room separate.

Fireplaces are popular in Seattle with 80.6 per cent of those who plan to buy insisting on a fireplace. Less than half want a rumpus room.



Builders Who Participated in Cavalcade of Seattle Homes

THE preceding pages show only a few of the 38 fine homes and apartments which were included in the Seattle Cavalcade of Homes. These were selected for the sole purpose of giving a cross-section of the type of demonstration which was staged by the enterprising members of the Seattle Master Builders Association. All of the builders who participated merit commendation for their enterprise and cooperation. The list of participating builders and the prices of their houses follows:

houses follows:	
Herbert U. Taylor	\$19,000
Fairbanks-Owen, Inc	11,500
C. E. Betcher	12,750
E. H. Wilson	
S. H. Christensen	41,000
J. A. Semke Construction Co.	23,000
Jack Morgan	35,000
Baugh Co	12,000
Wegs Construction Co	16,500
L. K. Henton	30,000
Hebb & Narodick Construc-	
tion Co., Inc	16,250
Modern Home Builders	
Modern Home Builders	12,250
Myron H. Carroll	
G. W. Gwynn	
Harold Wilkinson	35,000
Harold Larson	
Budget Homes	
Nelse Mortensen Co	32,500
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1	to
A. & J. Building Co	7,350
Raber & Co	
Samuel Anderson	
Samuel Anderson	
John Burkheimer	
Jack Fast	
A. C. Webb	
South Seattle Construction	
Lagerquist Brothers	38,500
Hebb & NarodickApa	rtments
Albert Balch9,300 to	13,500
F. R. McAbee, V. O. String-	
fellowApa	rtments
Axel Wickstrom	. 25,000

Specialized Work Crews Speed Production



BASEMENT of this \$7,500 home is concrete block, waterproofed. Lot size is 40 x 120 feet

STANBERY ORGANIZATION

- One man and helper, who lay out and install footings, help with concrete work
- 2. Three 3-man rough carpenter
- 3. Two specialized roofers
- 4. Two finish carpenter crews of three men each
- 5. Four specialized concrete men
- 6. Two men who do floor laying, scraping and finishing
- 7. One specialized man on hardware and final clean-up work
- 8. One truck driver who oversees delivery of materials to site

B. R. 8'X10'-6" H. C. CI. CI. C. 8'X10'-6" B. R. 9'-6'X13' 24'-0"

Three completed homes a week is the 1948 record of this builder who insists on trained men for specific jobs throughout his Toledo operations

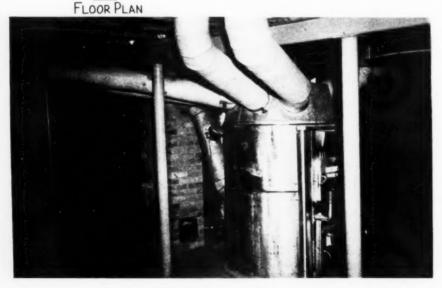
THREE completed homes a week to sell for \$7,500 and up was the production record in 1948 of A. B. Stanbery, Inc., Toledo, Ohio. In 1949, this firm plans to complete 150 more homes to sell between \$6,950 and \$10,000. Exteriors of the conventionally constructed homes are varied to avoid monotony, and full basements as well as expandable attics are provided.

A. B. Stanbery, president of the

firm, explains his achievement mainly in terms of his specialized work crews. Each man in his organization has specific jobs to do. Specialized work to Stanbery means better trained men with resultant better constructed homes completed in less time.

Stanbery, in general, organizes his men in crews of three. After foundations are in, lumber for the rough part of the house is delivered and cut on the job with the assistance of powered handsaws and a gasoline-powered saw. The 3-man rough carpentry crew frames the joists, subfloor, studding, sheathing, ceiling joists and rafters, and covers the roof with sheathing and 15-pound felt. This crew then applies the siding or sidewall shingles and completes the inside rough work of the house so that it is ready for the heating, wiring, and plumbing contractors.

After the chimney is installed, a separate crew of men follow the first crew and put on the roof shingles. The house is then complete, as far as the rough crews are concerned, and it is up to the lather and plasterer to finish work before the finish carpenter crews begin. During this time the basement floor has been poured, and any outside concrete work to be done is fin-



ARMSTRONG coal fired, 60,000 B.T.U. capacity furnaces are installed. Notice I-beam

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ished. Concrete work is also done by a special crew. Ready-mix concrete is used.

At the time finish carpenters arrive on the job, the house is dry enough to finish. One carpenter of a 3-man finish crew hangs the outside doors and builds the cupboards. Another carpenter sets the jambs, installs the door casings, and hangs the inside doors. A third carpenter installs all base, window trim, hook strip, and any other miscellaneous work that is done to complete the house.

Interior trim is painted, linoleum is installed, and a special crew of floor men lay the hardwood floors, scrape them by hand and finish them. The final step in the construction of the home is performed by a special man who installs all hardware, replaces broken glass, caulks all windows, and does any other odd work needed about the house. This man also acts as a theck-up man on the completion of the house.

Each carpenter crew has a foreman, but the entire work is superrised by Stanbery personally. Stantery, who is vice president of the Ohio Home Builders Association, in earnest about getting quality to low-cost housing, and in tarnest about producing them. STANBERY homes contain Curtis millwork and Silentite weather-stripped windows. Ceilings are insulated with 2 inches of mineral wool. Roofs are of standard 2x6 ceiling joist construction, covered with 15-pound felt and 210-pound asphalt shingles. Exterior siding is applied over ½-inch gyp lap. Interior walls and ceilings are gypsum lath and plaster. Floors in kitchens and baths are linoleum; in remainder of house floors are hardwood

SPECIAL finish carpenter crews build cabinets in Stanbery homes. Sinks and drainboards are provided, and plumbing is complete. Dexter hardware is used. Water outlets are provided in basement for laundry





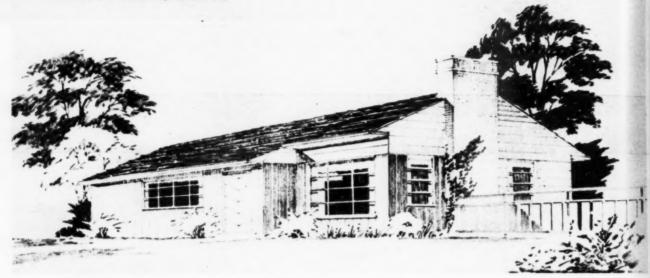
THIS pilot house designed by Stanbery for Toledo AMVETS was built for \$5,950

AMERICAN BUILDER

Blueprint House

Number 30

Walter T. Anicka, Architect



STOCK units and materials in standard sizes are effectively employed in this square type one-story house

Conforming to Popular Trend



MUCH has been said and done by builders with regard to the minimum and economy house that was ushered in at the start of the year 1949. This house has encouraged a trend whereby designers are conforming in many respects to simplified plan arrangements and the elimination of any unnecessary embellishments.

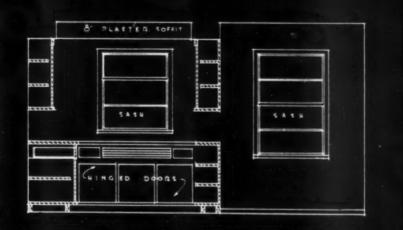
The current blueprint house, designed by Walter T. Anicka, architect, Ann Arbor, Mich., while larger in plan area than the economy house of 800 square feet, nevertheless carries out this thought. The 1153 square feet that the blueprint house contains is compactly arranged in a series of rooms that can well take care of the needs of the average family.

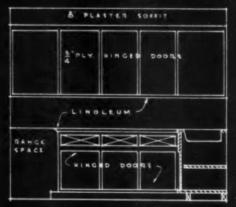
Entrance to living room is obtained through small vestibule with adjoining guest closet. Dining room is a separate unit divided from living room by open vertical finished studs designated on plan as a wood trellis. Adjoining kitchen has ample room for equipment and cabinets. An ingenious use of space is made by placing automatic laundry equipment in

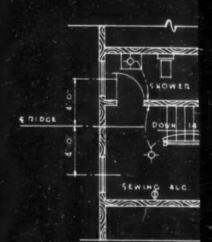
an area on the far side of basement stairs and kitchen door. While a basement is provided, the laundry equipment is kept on the first floor to save steps. Bedrooms are generous in size and have ample closets with sliding doors.

The dotted lines shown on the blueprint elevations indicate a change in roof pitch in the event that rooms are desired on the second floor. The optional floor plan indicates the possible room arrangement. If normal roof pitch is used the stairs will provide access to a large storage area.

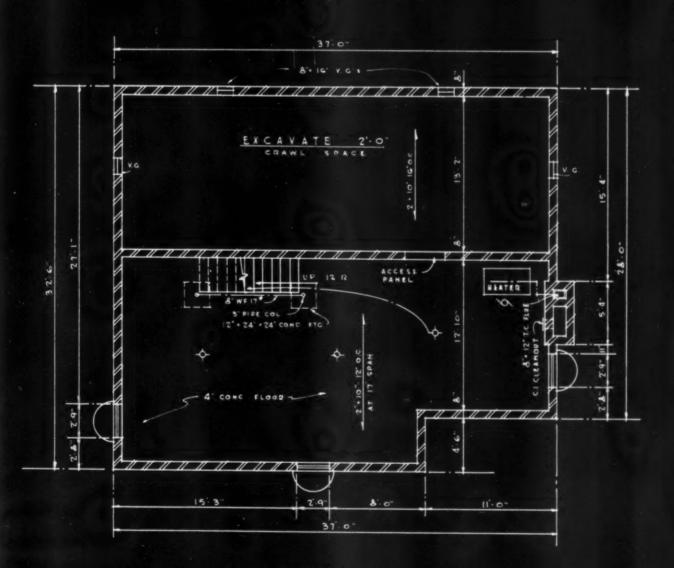
The exterior treatment is extremely simple yet has a studied effect that produces an orderly and well proportioned house that invites inspection. The break in the roof line of front elevation, caused by the change in exterior wall contour, provides the note of interest. This house is a practical demonstration of the fact that form follows function. Once the plan was established, the exterior arrangement was a natural follow-through. The designer relied upon proportions to produce the desired results.







KITCHEN DETAILS



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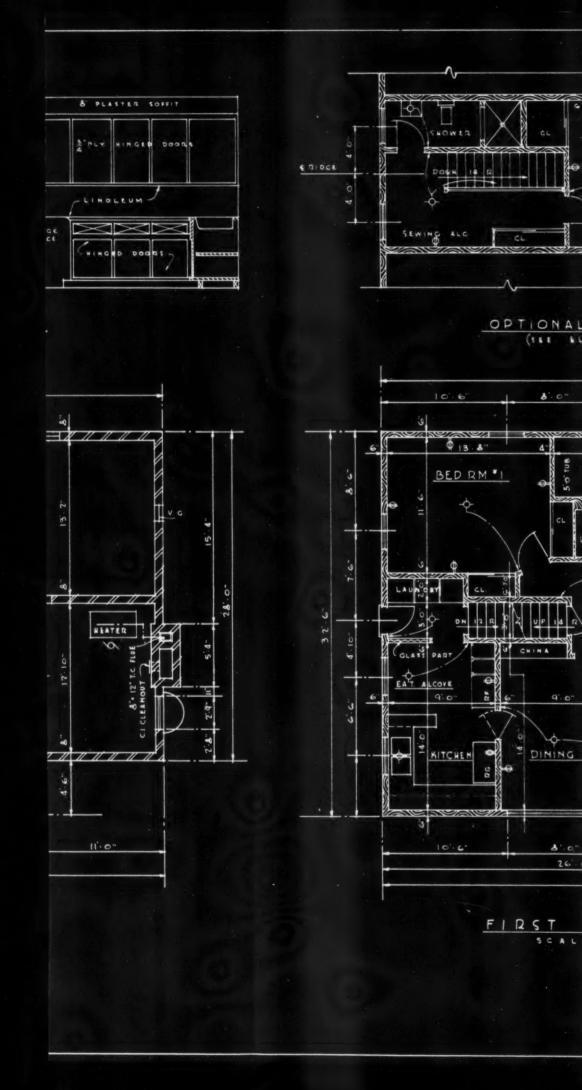
BASEMENT PLAN

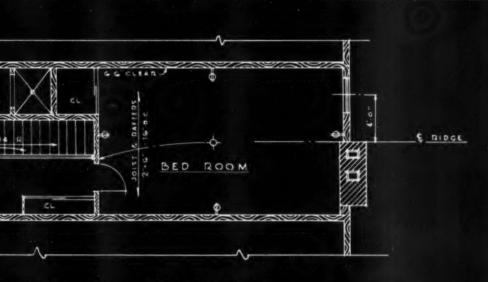
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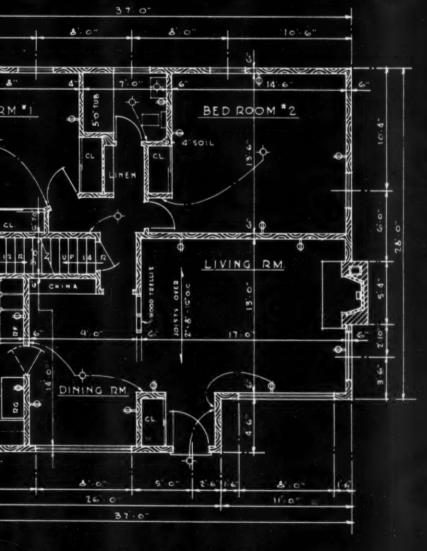
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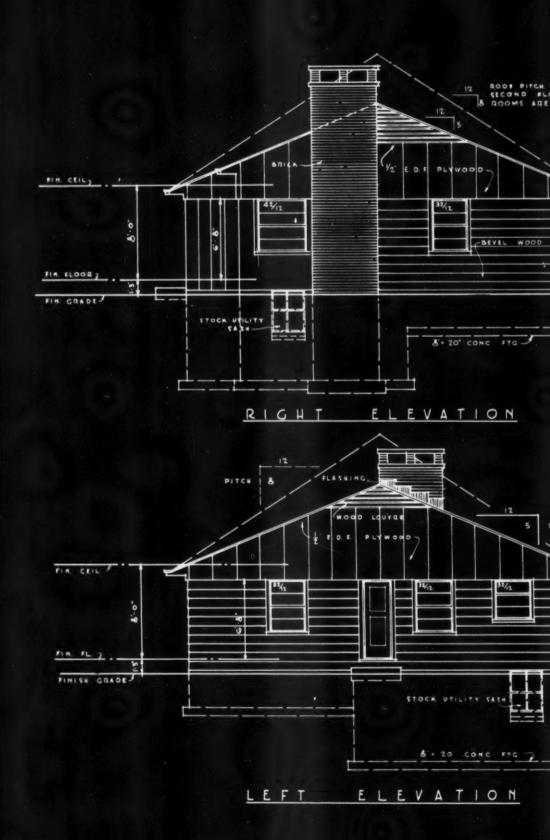


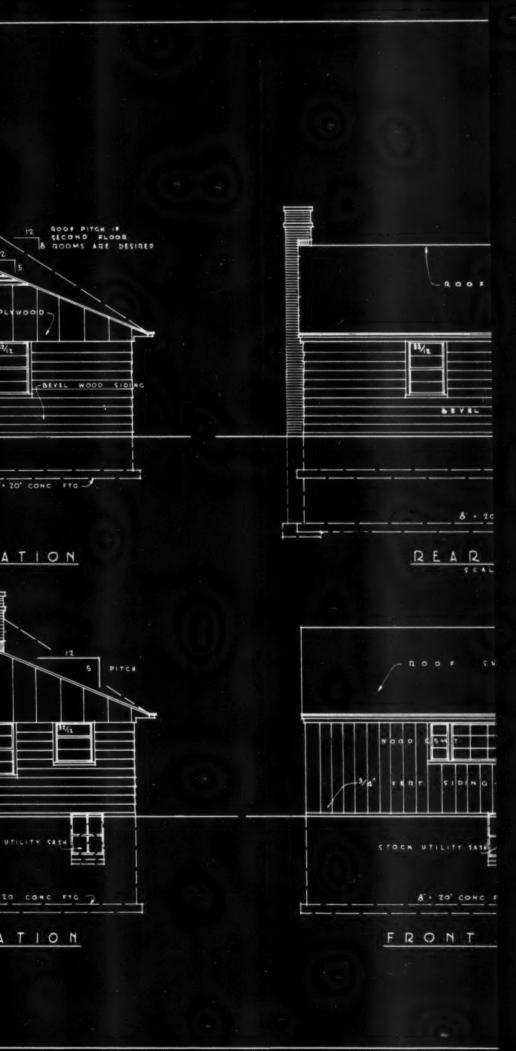
FLOOR PLAN

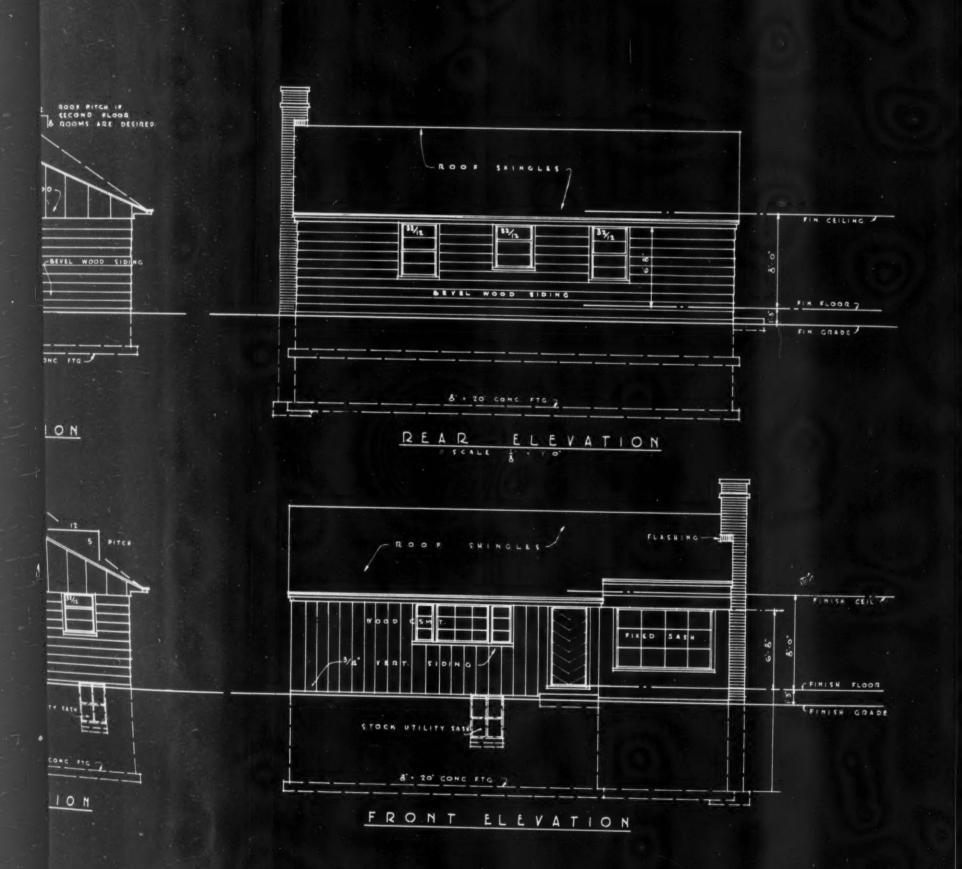
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AMERICAN BUILDER BLUE PRINT SERIES

WALTER T. ANICKA. ARCHITECT.
Ann Arbor, Michigan.
Simmon's Boardman Pub Corp. 105 W Adams St. Chicago. III.







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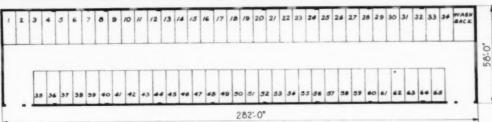
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Builder Solves Garage Problem For Large Apartment Structure



STRUCTURE, which resembles brick garden fence, houses 65 automobiles. Construction is steel and masonry. Extra precaution against damages from fire is installation of fire fighting equipment

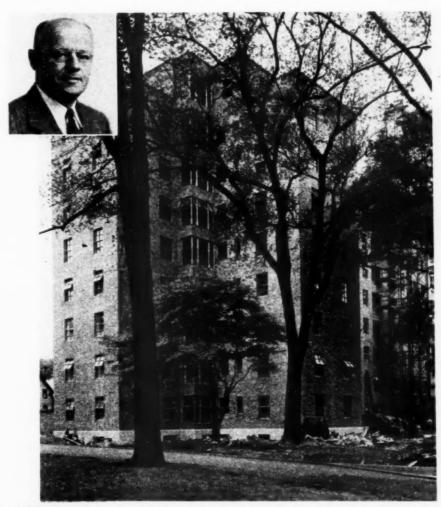


THOUGH 65 automobiles can easily be parked in this garage, the exterior appearance of the structure is that of an attractive garden fence. Situated along the rear lot line of the Buffalo, N. Y., Tudor Plaza apartment development, the idea behind this garage planning is twofold:

First: There are no monotonous rows of single garage doors, as in the case of conventional garages for apartments. Instead, two large doors provide an entrance and exit to the unit, and both doors are situated so that traffic is routed away from valuable lawn area.

Second: Garage facilities are all under one roof, which means less expensive construction as well as maximum utilization of lot space.

A unique fact about this Tudor apartment building, built by J. M. Boehm, president of Tudor Plaza, Inc., is that it is one of the first in the United States to cost more than a million dollars that was constructed without a mortgage loan or other borrowed capital. The entire financial program of the development was based upon cash sales of all apartments on a cooperative basis. An announcement was given to local newspapers indicating the opening of sales. On the following day, the first day that the sales office was open, total sales aggregated \$105,200. By the time excavation started all of the apartments were sold.



MAXIMUM utilization of 283x290-foot Tudor apartment lot is achieved through careful garage planning. All units were sold before excavation. Above, J. M. Boehm

THE PLEASE SHARE SHARE





COMPLETE building service is offered by Kessler firm in Celina, Ohio. Office is at end of shop where all framing members are precut and materials stored

Knowledge Of

Small town youth started out by learning construction "the hard way." Now, at 34, he heads firm that mass-produces low-cost and ranch style homes

THE success story of Paul Kessler, 34 year old builder of Celina, Ohio, is one to inspire young men considering entrance into the building field. It is not a story of a fast, easy trip to a top rung in the profession, but one that illustrates the accomplishments of hard, honest work, ingenuity, and willingness to learn the game from the ground up.

Kessler decided on a building career immediately following his graduation from high school. He describes his method of preparing himself at not only "the hard way," but a practical way for all beginners. To learn each phase in the construction of a house, he decided it was necessary to work on the job with as many trades involved as possible.

For two years Kessler worked as a carpenter's helper; for another two years, as a plumber's assistant. He learned electrical wiring, masonry, plastering, and other trades by working with experienced craftsmen. Meanwhile, he built up a wide acquaintance with builders throughout his vicinity, and carefully studied their construction methods and procedures. He made a study of acceptable architectural designs.

With a backlog of practical experience, Kessler, at the end of the war, went to a local lending institution, stated his qualifications as a builder, and obtained financing for his first private venture—the buying and re-





CELOTEX strip is placed between plate and top of foundation wall to eliminate shims. Tilt-up wall construction is used

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Of All Trades Aids Young Builder



modeling of an old residence. He sold this home for a substantial profit and invested in other remodeling. In a short time, he was able to invest profits in materials for new construction

Eighty homes have been built during the last three years by his firm, Kessler Builders, now the largest concern of its kind in the Celina area. In 1948, 30 of the homes were built and sold, and this year about 40 more will be completed. Building activities range from construction of custombuilt homes to dwelling units produced through mass production methods. Sales prices of the homes range from less than \$9,000 to \$25,000.

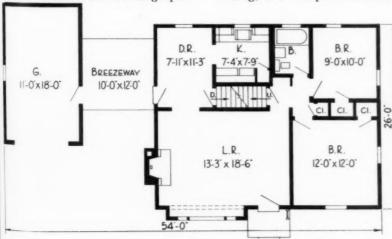
Though Celina is a comparatively small town, Kessler's volume production of homes has met with ready demand. Materials arrive in large quan-

SAME basic floor plan is used in these Kessler low-cost homes, but no two elevations are alike

PAUL, and his mother, Mrs. Kessler, run the office end of the business. Firm is organized to mass produce homes or do contract work

tities at his shop, where he employs as much precutting as possible. Precutting includes all framing materials. In the shop he precuts and assembles cabinets and stairways, and makes concrete forms for a basic floor plan used in low-cost home construction. Though this floor plan is used consistently, no two homes have the same exterior elevations. Kessler's homes priced at \$8,900 are well constructed, have full basements, and are on 60x140-foot lots.

In preparing basement floors, Kessler lays a four-inch course of crushed limestone, then places con-



BASIC floor plan is used in Kessler homes in Celina and St. Mary's, Ohio



THIS Kessler home sold for \$8,900

crete, treated for water resistance, over that. Plywood concrete forms are used for the walls, with manufactured form-ties and clamps. A ¾-inch strip of Celotex is laid between the plate and the top of the reinforced concrete walls to eliminate need for shims and to provide a weather seal. Four inch drainage tile is placed around the outer perimeter of the houses at the footings.

In the low-cost homes, inlaid linoleum floors are provided in kitchens and baths, and clear oak flooring is laid in other rooms. Tilt-up wall construction is used, and wall framing is of 2x4's spaced 16 inches on center. Ceiling and floor joists are 2x8's. Insulating board sheathing is used ir the side walls, and exterior walls are finished with wood siding or shakes. Ceilings are insulated with four inch wool batts, and roof covering is 210 pound asphalt shingles over three-ply plywood sheathing. Metal windows are used in some of the houses. Where wood windows are used they are weatherstripped. Panel doors are installed

Along with his building activity, Kessler is president of the Northwestern Ohio Contractors and Builders Association, and for the past two years he has been a national director of the National Association of Home Builders. With these affiliations and by extensive travel, he continues to stock-pile himself with the latest in construction ideas.

Unaffected by his early success, Kessler is sincere in wanting to do a service for his community. Mass production, he believes, is the answer to housing needs in the Celina area, and in order to provide a quantity of quality homes, he continues to convert profits into improved facilities for mass production.

BRANDED PRODUCTS USED

American Standard, and Crane bathroom fixtures

Armstrong linoleum

Bruce flooring

Celotex insulation

Curtis millwork

Dayton Sure Grip form ties and clamps

Glidden paints

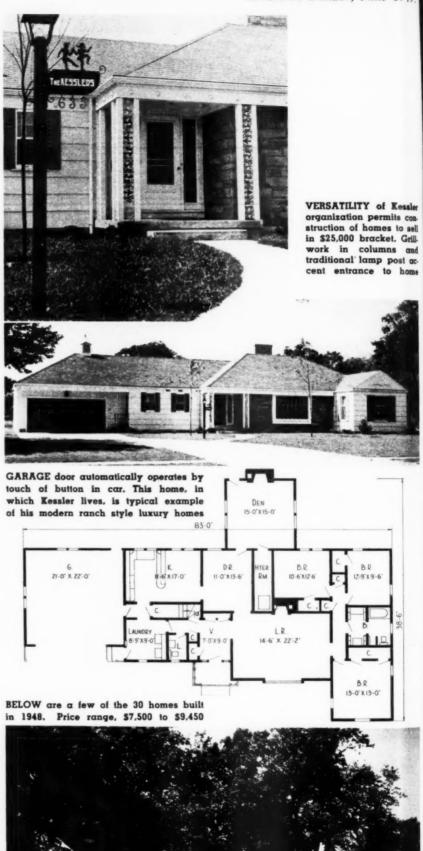
Gold Bond lath and plaster

Heatilator fireplace unit

Janitrol and Sun Beam furnaces

Johns-Manville asphalt shingles

U. S. Gypsum Rocklath



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STILL GOING STRONG!

by R. E. Saberson

AS WE NEAR the "half mile post" of 1949 it seems appropriate to pause for station announcement... at least long enough to point to the obvious fact that things have changed a lot since the same time last year. Fortunately, many of the hysterical aspects concerning the emergency phases of the great housing shortage have disappeared and it now is possible for the vast majority of interested parties to size up the situation a bit more calmly.

This shift in thinking would be far more encouraging if it could be reported that it had extended to our vociferous politicos and our everbusy bureaucrats who appear to be as hell-bent as ever in providing "relief" via public housing. It would likewise be more re-assuring if the lull in the whooping and hollering could be attributed to a fuller appreciation of the great progress made by the housing industry (against almost insurmountable odds) in building so many houses in so short a time that the edge of the shortage has been dulled.

Unfortunately, such is not the case and it must be stated, in the interest of accuracy, that one of the major factors in bringing about the big change which has taken place in our industrial picture during the past twelve months is the fear that the bottom is about to drop out of things.

That this type of thinking does not apply to the same extent in home building as in other fields may be regarded as a feather in the cap of the industry. Of a certainty it may now be stated that the housing shortage has been solved and there are no longer several customers for every house offered for sale.

Twelve months ago a great many of our distressed politicians and bureaucratic do-gooders were shouting from the house tops that it would take "a million houses a year for ten years" to end the housing shortage.

This type of wild guessing continued despite the lengthening columns in the classified sections of the daily newspapers which proclaimed, not only that more and more houses were being offered for sale, but that they were better and, in many cases, cheaper than at any time since the end of the war.

This, of course, did not mean that all housing needs had been satisfied

in a few months rather than ten years, but merely that the supply of certain great segments of the housing market had caught up with demand.

When this point had been reached (in a much shorter time than anticipated) the housing industry promptly turned its attention to the construction of "economy houses" which, of course, is another name for houses in the low-cost bracket.

And what a race that is turning out to be!

If you want to back away from the

according to Leo Cherne of the Research Institute of America, simply doesn't make sense, at least at the moment.

"They are confusing two concepts, competition and depression," he declared recently when he called attention to the fact that the country has been through nine years of "guaranteed business" during which failure was almost unknown.

"Now some businessmen are panicky at the first real evidence of competition," he added,



much-maligned housing industry in order to obtain a broad and better perspective, you will find much to inspire you in its current achievements.

It is our considered opinion that the house building industry is cursed with fewer pessimists than almost any other industry. Perhaps "pessimists" is the wrong word for it. Probably a better term would be "timid souls"—an exceedingly charitable appraisal of the all-too-numerous businessmen who are certain that a major depression is just around the corner and are busily engaged in talking themselves into one. The attitude of this group,

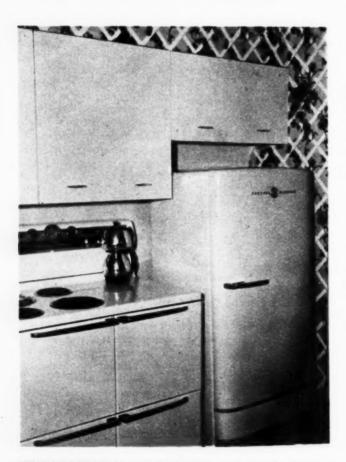
It is not our contention that the housing industry is without such runfor-cover businessmen but simply that it is blessed with such a high percentage of courageous souls that the attack on the low-cost house market is something very real and exceedingly productive of worth-while results.

It would have been easy to churn up an imposing array of facts and figures to prove the impracticability of tackling the low-cost house market . . . too many unsold houses in many areas, inadequate financing, continued shortages of a few key materials,

(Continued on page 158)



PACKAGED kitchens are offered in all Newlin-Johnson homes. Extra feature in \$15,000 to \$18,000 homes is expandable attic



NEWLIN-JOHNSON firm equips kitchens in homes in all price ranges. All General Electric appliances and cabinets are used in a package plan that permits painless buying for clients

Extra Sales

COMPLETELY equipped kitchens, offered in homes built by Newlin-Johnson Co., Inc., Terre Haute, Ind., are finding ready buyer acceptance. Main reason for buyer-approval of this plan is that the cost of new kitchen equipment can be included with the regular mortgage and can be spread over a period of 20 years, with payments amounting to only a few cents a day.

Many new home purchasers, especially young married couples, are excellent mortgage risks—despite the fact that all their resources are stretched to the limit to buy a home. Once they get in the house, however, and are forced to buy two or three major appliances on an 18-month payment basis, their credit standing is jeopardized because of the heavy strain these additional payments make on their income. The packaged plan offered by Newlin-Johnson is designed to minimize this strain.

Kitchens are equipped in accordance with the size of the homes. In homes priced from \$15,000 to \$21,500, kitchens have an electric hot water heater, dishwasher, range, refrigerator and waste disposal unit. Cabinets and sink are also included in the mortgage. In the \$9,000 to \$9,750 homes, a 50-gallon hot water heater, metal cabinets and sink are included in the sale price.

The packaged kitchen constitutes an important part of the firm's advertising and sales promotion work. D. C. Johnson, president of the development company, believes in consistently telling local home buyers what the firm has to offer. This is done with newspaper advertising, spot radio news announcements, and with model homes. Last year, during National Home Week, the firm opened a \$50,000 Blandings Dream Home which drew 19,000

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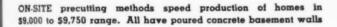
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WITH this home, client gets conventional construction. Sidewalks, curbs and gutters are provided. Interior decorating is complete





Appeal With Packaged Kitchens

visitors. Johnson now plans to keep a demonstration home open to the public at all times.

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In a demonstration home, the firm can explain the advantages of the packaged kitchen, as well as show the new type homes offered for sale. By packaging a kitchen in a demonstration home, buyers can be shown how careful kitchen planning better accommodates appliances and cabinets. Sizes and specifications of the equipment are considered in preparing plans. Room dimensions and arrangements of window and door openings are planned to coincide with the equipment to be installed. Thus electrical wiring and plumbing can also be installed more economically. The final effect adds up to maximum utilization of space and better over-all appearance.

Eye-appeal of the kitchens is enhanced to a great extent since all equipment used by Newlin-Johnson is made by the same manufacturer and the designs are harmonious.

Though their attractive kitchens carry great sales appeal, the importance of good construction and design is not discounted by Newlin-Johnson. This year the firm will complete 50 dwelling units. The public is welcome to visit homes under construction at all times.

Work is planned well in advance, and 15 key workmen, under Edward J. Cox, construction engineer, are retained permanently. On-site precutting is done with modern power tools. Conventional construction characterizes homes in all price ranges.

The Newlin-Johnson \$9,000 to \$9,750 four-room bungalows are situated on 53x124-foot lots and have full basements with poured reinforced concrete walls. Floors are linoleum in kitchens and bathrooms. Select oak one and

Builder reports enthusiastic acceptance of long term payment plan which permits home buyers to pay only a few cents per day to own complete set of appliances



SPECIAL windows offered in this home include awning type



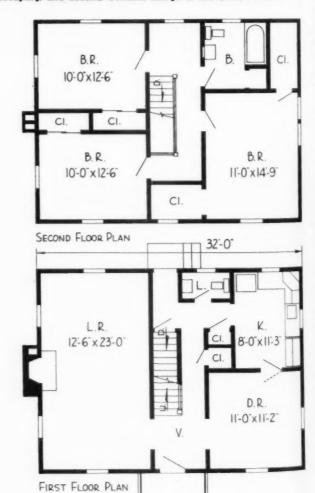
DEMING estate entrance provides background for lavish landscaping, and accents Colonial design of this \$21,500 home

one-half inches wide and Bruce pre-finished flooring are used in the remainder of the house. Interiors are dry wall. Twin laundry tubs are installed in basements. Heat is supplied by coal fired, gravity warm-air furnaces.

Homes in the \$15,000 to \$18,000 price range, located on 66x128-foot lots, have full basements and feature expandable attics. Exterior siding is 10-inch Redwood, laid 8 inches to the weather. Insulation in the attic is 6 inches of blown mineral wool, placed between the ceiling joists. Wall finishing in the bathrooms is Vitrolite. Heat is supplied by a gas fired 87,500 B.T.U. forced warm-air furnace.



THIS kitchen was a feature of Johnson's \$50,000 Blandings Dream Home shown in Terre Haute during National Home Week last year



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CONCRETE is mixed in transit. Plywood forms are made by the firm, ties and clamps are factory made. Here concrete walls are poured for a group of the company's low-cost homes

Large living rooms with seven double electrical outlets, two warm-air outlets and two cold-air returns, and attractive door chimes are features of the higher priced homes. These homes, on spacious lots, also have full basements. Four 4-inch steel columns, under a beam, support 2x10-inch floor joists. Subflooring is diagonal. Finished



POWER tools are used extensively by firm. Work is planned in advance, and key workmen are retained permanently

BRANDED PRODUCTS USED

Bradley and Bruce flooring Lawson medicine cabinet
Celotex sheathing Nu Tone door chimes
Curtis Silentite windows Overhead garage doors
General Electric kitchen Rezo Flush doors

appliances R-O-W windows

General Electric heating Symons form ties and unit clamps

Gold Bond insulation Thermopane windows

Gold Bond insulation Thermopane windows

Kohler bathroom fixtures Thrif-T windows

flooring is oak except in kitchens and bathrooms, where inlaid linoleum is used. Other attractive features are a large walk-in closet in the master bedroom, sliding closet doors in the other bedrooms, and abundant storage space throughout. Heat is supplied by a 150,000 B.T.U. gas burner unit.

New home owners, within a fixed allowance, are permitted to select interior decorating in all homes in the \$15,000 to \$21,500 price range. The firm provides landscaping and seeded lawns: Garages with Overhead doors are included in the sales price of the homes.

Johnson, who has completed many subdivisions in the Terre Haute area, is developing land owned by Anton Hulman, Jr., owner of the famous Indianapolis Speedway. Johnson interested Hulman in purchasing 400 acres of Terre Haute land during the depression. They recently decided to develop 20 to 30 acres of the land and have retained Seward Mott, Urban Land Institute, Washington, D. C., as land planner.



Keeping

Americ

Builders harness selling power of model homes with large-scale advertising

The firm, Pearce & Pearce Co., gressing beyond our best expectations."

Advertisements carried in local Buffalo newspapers are done professionally by a local advertising agency. The firm confers with the agency regularly to get the best ad copy possible.

The newspaper advertisements serve as impetus to get potential home buyers to the site to visit two or three of the model homes that are kept open at all times by Pearce & Pearce, or to go through one of the homes that is furnished. At the model homes six salesmen with plans, perspectives, and plot plans are on the job continuously. They write up orders and take de-

NCREASED building activity in 1949 by this firm is indicative of two accomplishments: First, the firm is building homes and apartments that offer attractive values. Second, and more important, they are making sure that people know about it.

Inc., Buffalo, N.Y., builds and maintains demand with well-constructed homes that are skillfully advertised. Last year they completed 200 homes. About 50 are currently under construction, and in 1949, 225 more units are to be completed, including about 92 duplexes. The homes will sell at \$8,950 to \$15,700. William H. Pearce, vice president of the firm, reports, "To date this year, our sales have held up very well. Our rentals are pro-

posits. The president, Howard W.

ADVERTISING and publicity attract clients to \$7,000,000 project near Buffalo, N. Y., where two or three demonstration homes and several salesmen are on the job daily

MODEL HOME

Here's Why! ""

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PEARCE & PEARCE 3-Level Model In Beautiful Lincoln Park Village unletely Furnished by Wm. Hengerer Co.

HOME BUYERS!

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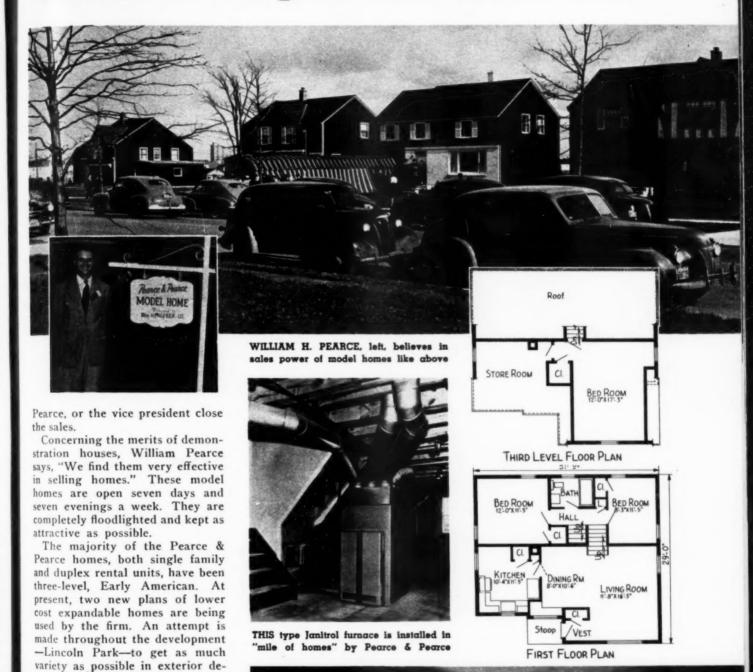
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Sales In Step with Production



addition to varied elevations.

Foundations are concrete block.
Shingles or siding are applied over 4-inch wood sheathing and 16-pound felt on sidewalls. R.O.W. weatherstripped windows as well as some leaded glass casement and picture windows are installed. Roofs are covered with 250-pound asphalt shingles over 15-pound felt.

sign. Exterior variation is achieved by interesting combinations of brick, wood siding and shingles in

Linoleum is laid in bathrooms and kitchens, and asphalt tile is used in vestibules. Other floors are oak. Millwork and trim is Curtis. Interior doors are one-panel fir or Spanish cedar, flush.



VENETIAN blinds, Bendix washing machines and wall heaters in baths are standard



TWO of the \$35,000 to \$50,000 houses built speculatively by the Sycamore Corporation from a basic floor plan. Most of the houses are sold before they are finished. Six were sold in 45 days.

Luxury Home Builder Introduces Modern Trend In Conservative Area





FLOOR plans for house at top of page. The second house is an adaptation of the same plan without sacrificing individuality

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For ; cialized es and specula Arovito waits u fore it i tion fo rials, a prospec ments t In these plan of the pur closed e the buy ing cha their o Unexpected popular interest results when several sample flat-roofed houses are erected speculatively in the Philadelphia area

INTRODUCING modern trend in design for homes in conservative, row-house-minded Philadelphia has been considered a hazardous undertaking, particularly for speculative builders. This spring, John M. Arovitch and Kevy Kaiserman of the Sycamore Corporation decided to open a subdivision of flat-roofed houses on Haverford Road. Before the first eleven houses were completed there was an average of 1,000 visitors a week end expressing keen interest in the homes. Many of them expressed an intention to purchase at the \$26,500 price.

For years these builders have specialized in conventional luxury houses and this year are erecting 15 units speculatively to sell from \$35,000 up. Arovitch reports that he very seldom waits until a house is completed before it is sold. Relying on his reputation for good design, quality materials, and the best in workmanship, prospective purchasers of homes in that price range often make commitments to buy before the roofs are on. In these instances, however, the basic plan obviously is one which pleases the purchasers. Because the deals are closed early in the construction stage. the buyers have the privilege of making changes, selecting specialties to their own tastes and finishing in-

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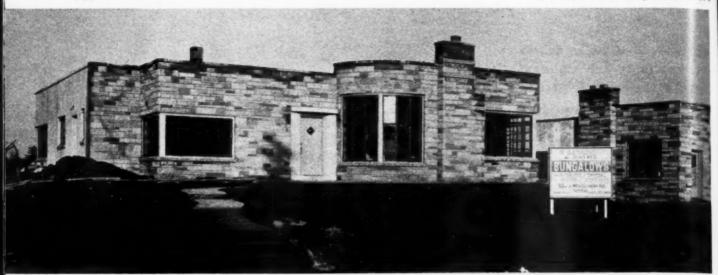


THE house above and plan at right is this erstwhile conservative builder's version of a modern which he felt would be accepted and could be built speculatively in Philadelphia. While the first eleven were under construction more than 1,000 persons visited the project each week end with many expressing their intention to buy



STREET of speculatively-built luxury houses sold by Sycamore Corporation, which is erecting 15 similar units this year. The firm also plans, this year, to complete 55 units of the modern version, shown at the top of this page, at a base price of \$26,500





ANOTHER model of the flat-roofed units. The plan below is for a basementless house which may be introduced later



teriors as they are desired. Six of these houses were sold in 45 days.

After studying California and Florida moderns, Arovitch decided he could not duplicate those houses in Philadelphia, primarily because of the climate and also because of the tastes of potential purchasers. As a feeler he designed his version of a modern and then prepared three or four interior and exterior variations with three and four bedrooms. He found that he could incorporate most of the quality features of his luxury houses in the moderns and at the same time provide much more glass area in each room.



THE houses all have large rooms with generous glass areas

The large glass areas, however, made it necessary to install well-engineered heating systems of large capacity to care for the heavy load during winter months.

His new houses are large for one-story designs, averaging about 36,000 cubic feet, with a two-car garage. Because of economies made possible by the modern design and flat roof, the houses are being built for about 75 cents a cubic foot. In some of the houses, living and dining room ceilings are 11 feet high, thus adding a feeling of spaciousness to interiors.

Plus features in these new houses include kitchen ventilating fans, door chimes, upholstered kitchen nooks, built-in clothes hampers, full-tile baths with glass doors on shower stalls, colored bathroom fixtures, 3x10 floor joists 16 inches on center, copper water piping, select oak floors and rubber tiling on basement floors.

The fronts are Briar Hill stone, shipped to Philadelphia from Ohio. Balance of the exteriors are stucco over conventional frame. Windows are metal casements, with plastic tile sills inside. Walls are plastered over foil-backed gypsum lath and ceilings are insulated with cotton batts.

Arovitch did not try to duplicate the Florida and California moderns in Philadelphia because he felt that the glass walls and outdoor living features would not be popular for year 'round living in the Philadelphia climate. The danger of unduly high heating costs also influenced his modifications in design as compared with the southern models. He also points out that some of the exterior treatment on southern moderns, which is attractive and popular, would not be practical where snow loads, hard freezing and thawing are common.

Because Arovitch has built a reputation for luxury housing in the Philadelphia market, he did not want to venture into the low-price range when he introduced his moderns. The houses are situated on 76x150-foot lots. The \$26,500 base price is considerably below what purchasers expect to pay for Sycamore Corporation houses. Arovitch points out that this has proved unfortunate in some respects because currently in Philadelphia there is a demand for houses priced under \$20,000. The \$26,500 price is what he calls "in between." Those who can pay \$20,000, cannot pay \$26,500 and those who want a luxury house for \$30,000 to \$45,000 want something even more elaborate than the new moderns. Despite this, however, he and Kaiserman are enthusiastic about their moderns and expect to build about 44 more this year.

Kevy Kaiserman, who with Arovitch operates the Sycamore Corporation, also operates the Kevy Construction Company, which has been building row houses in Philasome ing Kaise with in or more the fi Const man house

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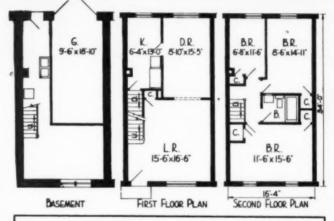


delphia for about 25 years. Currently the firm is erecting 144 units in two separate groups—one in a \$12,500 to \$14,500 price range and another priced at \$8,900. Again good design, quality materials and workmanship feature the products of this firm.

Arovitch and Kaiserman operate their own carpentry, masonry, heating and earth-moving crews. Plastering, plumbing and electrical wiring are sublet. Arovitch specializes in the single-family, luxury and medium-priced home market and Kaiserman specializes in the row housing



 ETHAN FIELDSTEIN, Philadelphia architect, prepared all the designs for both the row houses shown above and those below



BRAND PRODUCTS USED IN SYCAMORE CORPORATION HOUSES

American kitchen cabinets
Bradford gas-fired water
heaters
Bryant gas-fired forced warm
air furnaces
Dexter hardware
Fenestra casements
Eljer, Richmond, and Standard plumbing fixtures
Jackson & Church oil-fired
forced warm-air furnaces

Ketcham built-in clothes hampers
Keystone shower doors
Lightolier light fixtures
Lawson bathroom cabinets
Majestic fireplace units
Minneapolis-Honeywell heat
controls
Pryne kitchen ventilating fans
Rittenhouse door chimes
Roper gas ranges
USG lath

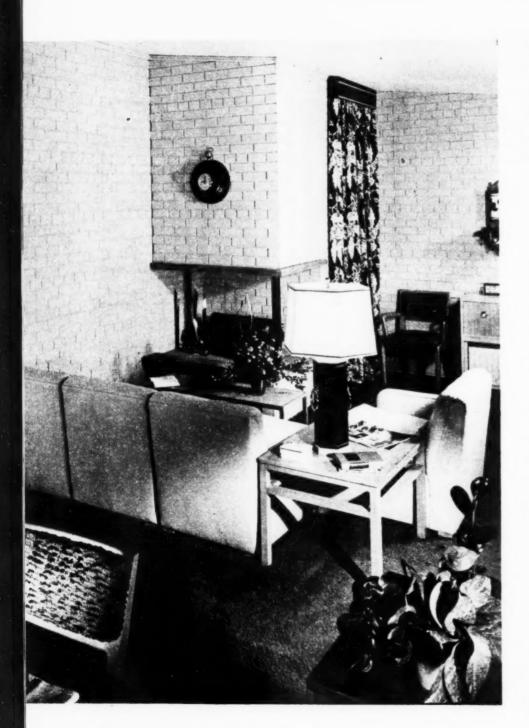


ROW houses in the \$12,500 to \$14,500 price range built by Kaiserman. A total of 77 of these units are planned this year

Economies of Construction in a Medium Priced House Help Offset the Cost of—



YEAR 'ROUND AIR CONDITIONING



A CORNER in living room. The brick over-mantel of fireplace is extended around entire end wall and a portion of side wall. Fireplace is of open type with 3 inch pipe support at corner, and with hearth raised above floor

Model house sponsored by the Servel Company indicates the progress made in home design when utilizing the latest equipment without any apparent increase in the basic costs

BASED upon the reception which their model house received at the Atlantic City auditorium during the convention of the American Gas Association, Servel, Inc. has undertaken to co-sponsor a program involving the erection of a series of similar houses in various sections of the country.

These houses have been completed or are now in the process of construc-

tion in the following locations:

1. Wichita, Kas.—Sponsored by
Siebert & Willis, Inc. Builder: Mulhern Construction Co.

2. Columbus, Ohio-Sponsored by the Ohio Fuel Gas Co. Builders and architects: Pettit, Oman, Meinhart &

3. Anniston, Ala.—Sponsored by the Alabama Gas Co. Builders and lumber dealers: R. L. Perkins Co.

4. Sacramento, Calif.-Sponsored by Wagner Sheet Metal Co. Builder: Joe Glass.

Contracts are about to be let for houses in other sections.

In order to get a better understanding of the various factors involved in the "All Year" air conditioned dwelling, Servel, Inc., and its co-sponsors have undertaken an extensive field test program of medium priced model homes in which the latest designs and arrangements are incorporated.

Through these model homes the company proposes to show that the "All Year" air conditioner is a perGARDI dium p

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GARDEN view of house. This three dimensional scale model was produced for Servel. Inc., Evansville, Ind. The house is now being built in various sections of the country. It is designed to effect building economies and to enable the individual constructing a medium priced house to obtain air conditioning as inexpensively as a residence with just a heating system. Simple lines feature the house

fect adjunct for modern home design. The architect, David Searcey Barrows, Glencoe, Ill., who designed both the gable and the flat roof models, states that the additional cost of the air conditioner, over and above a normal heating plant, can be offset through the elimination of standard units required in the typical house. For instance, Barrows finds that a house designed for air conditioning needs no basement excavation. It needs no porch. Outside doors and windows may be kept closed, in fact in many cases the glass may be fixed, thereby permitting a simple wood frame to be used. Thus, screens and storm sash need not be used-that means a big saving in the cost of these

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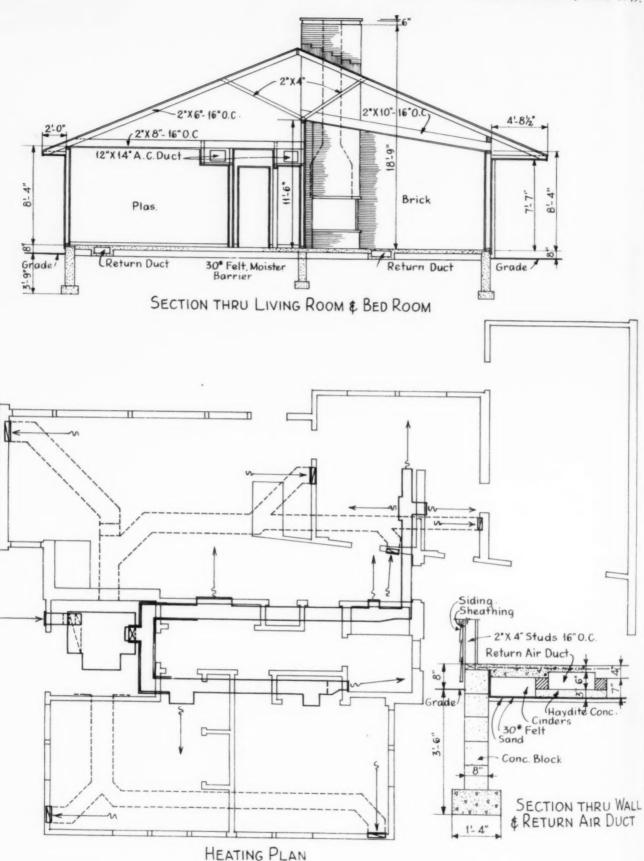
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The rooms in the house are so arranged that the cost of duct work (ordinarily a major item of cost in the installation of air conditioning) is held to a minimum. Air from the unit is carried to every room in the house through a simple system of overhead duct work. Air is returned to the unit through a system of trenches under the floor slab which leads to a plenum chamber under the equipment room.

Entrance to the house is at the side adjoining the garage. The entrance hall widens until it becomes a part of the living room. Bedroom hall is entirely separate from entrance hall. Living area overlooks the garden.



VIEW in kitchen from utility portion toward garage wall. A group of supply cupboards are built into the thickness of wall. Breakfast bar separates kitchen



HEATING arrangement is shown on the floor plan above. The grey tone on ducts indicates the supply of warm air in winter and cool air in summer. These ducts extend above the line of closets on both sides of bedroom hall. Dotted lines indicate return ducts under floor. Entire area under concrete slab of equip-

ment room becomes a return air plenum. Detail at right of heating plan indicates the construction of concrete floor around the return air trench. Cross section through house at living room and bedroom showing furred down space around supply ducts. Note framing of roof and sloping ceiling in living room

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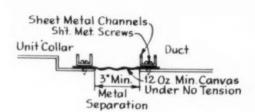
NIGHT view showing the garden wall of house with broad flagstone terrace in front leading to garage entrance door. The floor-to-ceiling glass area in living with doors at both ends is protected from the elements by a wide projecting roof overhang, the soffit of which is plywood. Plan of first floor layout below

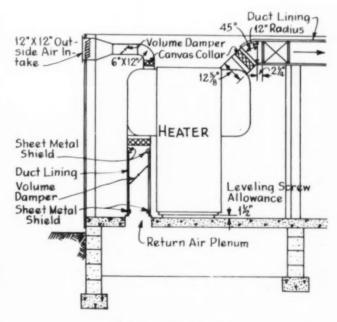






VIEW in bedroom showing built-in drawers and counter with mirror above. Adjoining closets have sliding doors for each unit





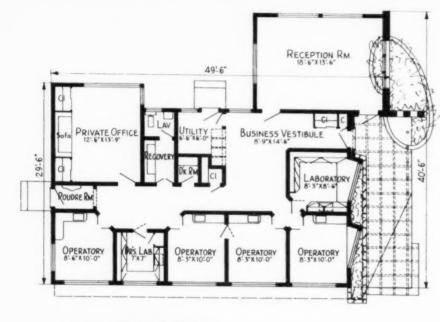
ELEVATION OF EQUIPMENT ROOM

DETAIL section of equipment room showing position of the Servel air conditioning unit with relation to supply ducts and air intake

PROFESSIONAL BUILDINGS specialty



EXTERIOR of dental building is highlighted by use of flagstone. Floodlight illuminates pylon at night





ATTRACTIVE entrance hall with receptionist's desk. Exterior view features window

MORE than 30 years of specialization in building for the medical and dental professions has convinced a California building firm that an outstanding job cannot be done in this field without comprehensive planning based on the peculiar problems and needs of professional persons.

As a pattern for their work, Hamilton-Daugherty, Inc., of Beverly Hills, follow the premise that the physical characteristics of a doctor's or dentist's office play an important part in both the professional man's own sense of well-being and efficiency, and in the psychological attitude of patients toward treatment.

In connection with the business aspect of dental or medical practice, the professional building specialists point out that while most professional persons refrain from commercial advertising there is nothing to prevent their advertising very effectively through the medium of a beautiful

building. A building erected for an Inglewood, Calif., dentist, Dr. James B. Sheets, illustrates a number of the features of Hamilton-Daugherty's individualized work. These include location in a quiet residential neighborhood; complete privacy of rooms and sections; cheerful and suitable interiors, with attractive furnishings and built-in features; a special "therapeutic" use of color; a well-controlled heating system; and air circulation which minimizes "hospital" atmosphere.

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Medical and dental offices are a specialized type of construction. These California builders have profited by recognizing this fact

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Hamilton-Daugherty furnished the complete plans and specifications for Dr. Sheets' offices, and supervised the construction work. The structure was built by Elmer Payne, Hermosa Beach, Calif., contractor. L. G. Scherer, consulting architect, did the architectural work; and the color effects were planned by Gustave Plochere, an expert on the use of color and a regular consultant for the professional building firm.

The exterior of the building is dominated by Arizona flagstone, used for the pylon, the right wing and the planting boxes. Location in a residential area adds further distinctiveness, although the structure blends well with its surroundings: it is of frame and stucco construction, built

on a concrete slab.

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A circular planting space in the reception room continues the outside flagstone theme. Wainscoting in this room is of varnished wood, and a hold pattern of paper is used on the walls. The ceiling, as in all rooms, is acoustical plaster.

A Dutch door leads from the reception room to the hall. The receptionist's desk is located in the hall, easily accessible to persons entering and leaving. Asphalt tile is used for the operating room and the hall floors.

The offices have four operating rooms, all furnished with modern dental equipment. Dr. Sheets uses one at the front of the building and another adjacent to it. The dentist's associate and his dental hygienist occupy the other two. One of the operating rooms has X-ray equipment, and a dark room is available for developing the X-ray film.

Dr. Sheets' private office is strikingly furnished and decorated. Two walls are in Chinese wallpaper with a maroon background and ivory figures. A third wall is paneled in birch with a built-in couch.

In the building's varied use of color, Plochere, the consultant, makes use of his research findings—that harmonious, cheerful and even bold paint colors and wallpaper designs exert a buoyant effect on patients, while white "hospital" walls cause a reaction of depression. Plochere points out that women are particularly partial to bright hues, and that about



RECEPTION room. Outside flagstone motif is continued indoors by planting box

80 per cent of the patients are women.

When the color expert's services are used he prepares a "color book" for the job. A chip for every color to be used is pasted in the book, as well as actual samples of the wall-paper.

The building is equipped with a radiant heating system, with the water pipes imbedded in the concrete. Dr. Sheets' tests have shown only two degrees difference between the temperature one foot from the ceiling and one foot from the floor. A "temperature anticipator" on the outside of the building shuts off the heating system in the morning when the sun comes out, and turns the heat on when the outside temperature indicates it will be needed.

The cost of operating the radiant heating system, Dr. Sheets said, was about the same as for gas heating by warm air heaters in his home, the two buildings having approximately the same area.

Other interesting features of the dentist's suite are a Stromberg-Carlson radio installed near the reception desk, with outlets in the operating rooms and the doctor's private office; and an inter-communication system between the reception desk and other rooms which permits communication without interruption of work.

The building, which was completed during the spring of 1948, contains about 1,440 square feet. Its cost was approximately \$30,000.



DR. SHEETS' private office showing birch cabinet work and smart modern furnishings

MASS BUILDER Stresses Quality in All



THREE bedroom, 21/2 bath home in Pinelake Park, where price range is \$19,750 to \$26,500



CO-OWNERS of the Standard Building Co. are brothers. Carl (left) and Fred Gellert



PLAN of second and third floors of Pinelake Park home. Basement and garage are at street level; on second floor are living room, dining room, kitchen, reception hall and half bath. Three bedrooms, one and a half baths are on the third level

Despite problems of hilly terrain and land shortage, this firm produces a variety of attractive, practical homes at economical prices

A UNIQUE building program which provides housing in every price class—from low-cost homes to luxury dwellings \$25,000 and above—is being successfully carried out by the Standard Building Co. of San Francisco. Long range planning, sound knowledge of local construction problems, insistence on good design, good workmanship and quality materials regardless of the cost of the home, and a consistently vigorous promotional campaign are characteristics of the program.

Co-owners of the home building concern, one of San Francisco's largest, are Carl Gellert, president, and his brother, Fred Gellert. The latter has charge of over-all construction. They have been in business for 25 years. Carl Gellert, currently serving his second term as president of the Associated Home Builders of San Francisco, was recently elected NAHB regional vice president.

In San Francisco, a city of hills, home planners not only have to face the problems of builders in general, but must also cope with a terrain where level land is a rarity. A typical situation is a street on which the land is level up to the rear of the houses—then slopes downward at a sharp angle to the property line. Consequently, it sometimes turns out that instead of a back yard a home will have a

balcony which extends out on a deep canyon.

Moreover, San Francisco is a "land-hungry" city with very little land, level or otherwise, available on which buildings can be erected. Standard, along with other home building firms, must often compete with industrial builders and even the city itself for what is left.

"Sunstream" Standard's homes the largest seller is the row house, a type of construction for which San Francisco is widely known throughout the country. The basic row house is priced at from \$12,000 to \$12,750, depending on location, and is approximately 25x40 feet. It is actually 24 feet, 9 inches wide, with a slight space between adjoining buildings. Each house has its own sidewalls; there are no "party" walls, as is commonly believed. Depth of the lots ranges from 70 to 125 feet. Limited in width and length, this type of house is built "up and down", with rooms oriented for light and view.

The basic house has an entry hall on the ground level from which stairs lead to the upstairs living quarters. All rooms are accessible from the upstairs hallway. The living room, of which the dinette is actually a part, has a corner fireplace and a low, wide window. Bedrooms are fitted with large closets; and bathroom features include full tile floors, tile wainscot four feet

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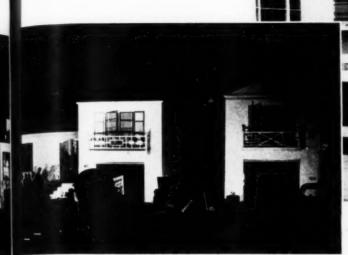
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BOTH day and night inspections are arranged by Standard's promotional staff. Crowds above are visiting Pinelake project

from floor, stall showers with tile four feet high, medicine cabinets with overhead lights and double wall plugs for electrical appliances. The kitchen has a large built-in breakfast nook with leatherette covered air-foam cushions, and a pedestal base table with Formica

Using the same basic floor plan, Standard builds a home selling for \$9,250. This is accomplished by variation of location and omission of the fireplace, stall shower, breakfast nook and table with which the \$12,000 home is equipped. In the lower priced home a floor furnace is substituted for the central heating plant.

Another variation of the basic plan is a reverse arrangement in which living rooms are placed at the rear, in order to take advantage of the view from hillside lots. With a full dining room, the house is somewhat larger than the basic house, and sells for an additional \$1,000 or more, depending on the

amount of grading necessary.

A short time ago veterans could purchase these homes with little or no down payment, but they now need 10 per cent of the purchase price, plus about \$300 to cover escrow and other closing charges. They must earn approximately five times the amount of the monthly payment in order to qualify as a purchaser.

The firm's Pinelake development consists of attractive detached homes in the \$19,750 to \$26,750 range. Lots are 50x85 feet, not large in the light of plats elsewhere, but considered generous in San Francisco.

Outstanding materials and equipment are used in the Pinelake development. All rooms are tastefully painted or papered, and Schlage locks and Venetian blinds are in standard use. The kitchen is equipped with a General Electric sink, including dishwasher and Disposall unit; General Electric cabinets; Formica drainboard and splash; and

a Clipper exhaust fan. Deluxe Crane colored plumbing fixtures are used in the baths; floors and wainscoting are tile; stall shower has all-tile floor and walls, and a glass door. The eight foot wardrobes have sliding doors and are equipped with shoe racks.

There are 130 homes in the Pinelake project, about half of which are completed. Variations of the basic plan add bedrooms or dens, and bathrooms. Some have sold on GI terms with \$2,500 down, but non-veterans need one-third of the purchase price as down payment. The Gellert brothers have begun work on another tract near Pinelake Park where they will build luxury homes to order.

The Standard company has built 167 detached homes in its lowest price bracket in South San Francisco, where land was purchased at a lower rate. These houses, on 52x90 foot lots, have sold for \$9,250, including a one-car garage. Called "expandable homes," the homes provide for the addition of two





STREET of completed and occupied row houses, built on standard 25 foot lots

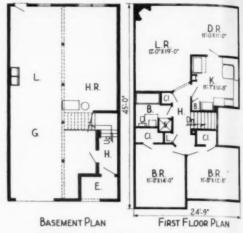


ROW type homes above have two bedrooms, sell for approximately \$12,500

In a large storage area near the center of their plant, the Gellerts have millions of feet of lumber stored for drying. Lumber is precut at their mill to the exact size needed, and various pieces are tied together, marked and delivered to sites by Ross Carriers. They also buy hardwood and make their own flooring.

One of the company's unusual operations is performed by a "door machine." This device trims rough doors to exact size, routs out holes for locks and knobs, routs for butts which are installed by electric screw drivers, and fits door into jamb. The entire operation requires only a few minutes. All trim is precut and mitred at the mill. Window frames are made at the mill, and mouldings and cabinets purchased.

They make their own Formica counter tops by buying the material in standard sizes, cutting it to desired dimensions, gluing it to plywood and attaching the stainless steel mouldings. The whole sink drainboard and splash is delivered to the job site in one piece, with openings cut for dishwasher and sink. The two pieces comprising the drainboard and backsplash are mitred together. Company men apply the upholstering and also make the Formica-top table for the breakfast nook.



FLOOR plan of basic row type house

bedrooms and a bath in the attic space. Steps are built to this space and the attic is floored for a strip about eight feet wide. The plumbing and wiring are arranged to permit economical connection to the attic space later. The area of the house, including the garage but not the attic space, is 970 feet. It has been estimated that an owner doing the work himself could build the additional rooms, exclusive of plumbing materials for the bathroom, for about \$500.

These houses have Fenestra casements with screens on the inside. Asphalt tile is used on the concrete slab flooring; and the kitchens are equipped with tile sinks and drainboards. Heat is furnished by a wall furnace in the living room; laundry trays and water heaters are located in the garages, which have aluminum upward acting doors.

The Gellerts operate a separate firm known as the Sunset Building Supply Co., which sells building materials, paint, electrical supplies, etc., and from which they obtain a large part of their construction

large part of their construction needs. Standard has its own architectural department with a six-man staff. This department makes all plans and designs for the firm's projects. In general, they sublet all

work except carpentry.

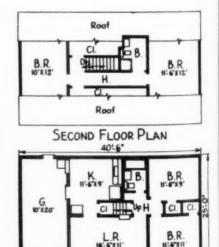
Standard's advertising and promotional program, under the direction of C. L. Hannon, is highlighted by display advertisements of from three columns by five inches to half pages which appear in the Sunday issues of the metropolitan newspapers. To keep the name before the public, smaller ads are run daily, usually one column by three inches, staggered to cover all papers during the week. They also advertise regularly in the smaller papers.

The firm uses about 65 bill-boards, many of which they own. Two sign painters are kept busy, since the copy is changed every month or two. A radio program during the Sunday noon hour, which invites visitors to the projects has proved successful. The program consists of recorded music with opening and closing announcements and six short "spots." The cost of the program is \$125 a week.

Promotional literature is produced in two colors, illustrated with attractive photographs of the homes and giving detailed information about them.



STANDARD'S "expandable" two bedroom homes provide for addition of two bedrooms and bath in attic. Houses have 52x90 foot lots and are fully detached. Price, \$9,250



FIRST FLOOR PLAN



SOUTH BEND, Ind., home buyers get much for their money in this low-cost home built by Place & Co.

A Budget Home for \$6,325

How builder "produces so much for so little" is answered mainly by his use of short-cut construction methods

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KITCHEN
6-2'X11'-6'

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LIVING ROOM
18'-4'X9'-4"

FLOOR PLAN

NON-LOAD bearing wall studs, placed flat, save space

WHEN features of these budget homes were announced in two South Bend, Ind., newspapers, the enthusiasm of local home buyers was so great that 85 of the dwellings were sold before one was completed. No floor plans were shown in the advertisement; no renderings or pictures.

One of the first questions home seekers ask when they arrive at the office of Place & Co., builders of the "Budget House," is "How do you do it?"

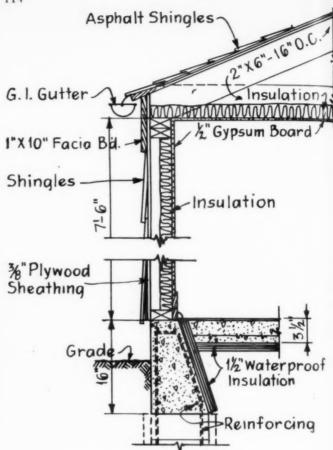
Andy, and his father, Virgil Place, in charge of construction, insist that the dwellings, priced at \$6,325, are produced through the teamwork of their organization. "At first we thought the idea of a good home in this price range was fantastic," Andy said. "Then we started talking it over with plumbers, carpenters, electricians—anyone who might contribute some idea or short-cut method,"

The result of their research gave home buyers something to be enthusiastic about. Some of the features offered in the house are conventional construction, adequate storage space, copper water pipes, solid brass hardware, full insulation of walls and ceilings, and 40x128-foot lots. Purchasers pay \$325 down, and about \$41.50 per month. The homes are FHA approved.

Careful selection of materials and the application of a host of short-cut construction methods have enabled the firm to trim costs, yet retain quality in their low cost housing.



METAL pieces are placed to hold forms in position until combination walls and footings are poured. Afterwards, pieces will be removed. Footings and walls rest on 12-inch piers that are spaced about 5 feet 9 inches apart



WALL SECTION

The homes are built on a concrete slab. Combination walls and footings, 16 inches high, are placed about 9 inches below grade, and are 10 inches wide at the bottom and 5 inches wide at the top. The walls and footings are placed on 12 inch piers that are spaced about 5 feet, 9 inches apart. A row of piers also

extends under the center of the structure to carry the load bearing interior wall. Waterproof insulation, 1½ inches thick, is placed between the footings and the slab, and the same kind of insulation is placed under the outer perimeter of the slab as indicated in the accompanying illustration.

Clay pipe heat ducts are laid in trenches before the slab is poured. These ducts lead from a centrally located, inverted blower-type oilfired heating unit, and supply heat through registers in the rooms. 16 in Cl

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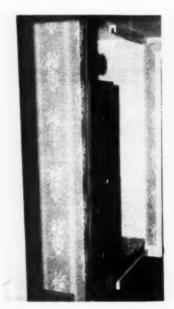
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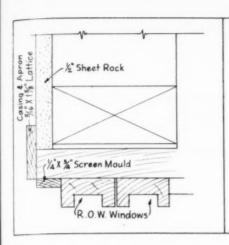
Ceiling joists are of 2x8's for the living room, storage room and kitchen, and 2x6's for the remainder

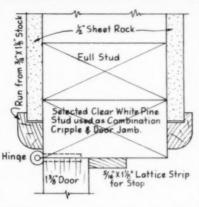


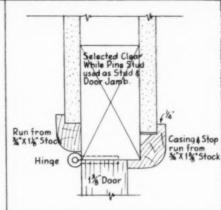
INVERTED blower type oil-fired furnace supplies heat through clay pipe ducts to warm air registers in rooms. Heat loss is exceptionally small, according to Virgil Place



FURNACE and hot water heater are installed in small closet with sliding door







of the house. All joists are placed 16 inches on center.

Clear 2x4 white pine studding is selected from regular framing stock and used for combination stud and door jambs, as well as for window and door headers. By using combination studs and door jambs in flat stud, non-load bearing walls, 31/4 inches of floor area is added to rooms adjacent to the walls. One load bearing interior wall runs the full length of the house.

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A combination casing and door stop is made in the firm's mill from \(\frac{1}{4}x\)\(\frac{1}{6}\)-inch stock. The use of this material provides an effective, yet simple door opening, by covering the edges of the 2x4 studs as well as ends of the \(\frac{1}{2}\)-inch gypsum board used for interior wall finish material. Exterior walls are \(\frac{1}{6}\)-inch gypsum sheathing.

Weatherstripped R-O-W windows are trimmed by using ½x¾-inch screen moulding for stops, and 5/16x15%-inch lattice for casings

and aprons. The advantage of using narrow trim on these windows, besides cost savings, is that narrower trim tends to give the appearance of a larger room. The same principle applies to simple trim on door openings. The narrower the trim, the larger the room appears.

Roof framing is of 2x6's, placed 16 inches on center. Sheathing grade plywood is covered with 15-pound felt, and 215-pound thick butt asphalt shingles are laid.

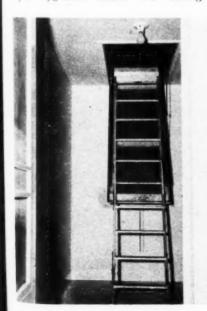
Ceiling and exterior walls are insulated with 2 inches of Kimsul blanket insulation. The heat loss of the house, according to Andy Place, is only 26,000 B.T.U.'s, while the heating unit used provides 55,000 B.T.U.'s.

Equipment provided in the budget home kitchens includes cabinets and combination sinks and drainboards. Extra storage space in the attic is made accessible with a disappearing stairway. This stairway is built into the ceiling of the utility room.

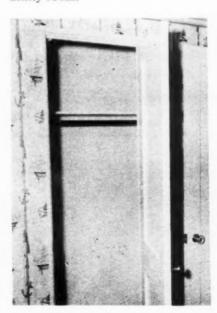
BRANDED PRODUCTS USED

American Radiator bathroom fixtures Dexter hardware International M-7 furnace Philip Carey asphalt shingles Kimsul blanket wool insulation Miami-Carey bathroom cabinets O'Brien paints Revere flashing and copper tubing Reynolds aluminum nails R-O-W windows Square D fuse boxes Tile-Tex asphalt tile USG Sheetrock Vitroliner chimney Wel-Bilt disappearing stairway Youngstown cabinets, sink and drainboard combinations

The house is designed so an additional room may be added later with minimum expense to the home owner. Heating for an additional room will be no problem, since a warm air duct from the furnace extends to the place where the room may be added.



DISAPPEARING stairway in storage room makes ample space in attic available



DOORKNOBS are installed on one side of closet doors. Friction catches are used



WINDOWS are neatly trimmed by using screen moulding and lattice material

"COMMUNITY SERVICE"—

Boosts family-owned lumber firm's volume to \$500,000 annually in less than three years after opening

The Coman Boys:









Announce Their Future Plans!

Having Purchased the facilities of Ray Lumber Company of Durham on Ramseur Street, we plan to operate a modern retail business in

Lumber-Millwork-Building Materials

UNDER THE CORPORATE NAME OF

COMAN LUMBER COMPANY

To meet the demands of our friends, we shall strive to stock our warehouses with quality merchandise as quickly as availability permits.

TYPICAL of the informal appeal of Coman advertising is this announcement of the firm's opening carried in local newspapers. Their weekly ads stress dependability

THE Coman Lumber Co. of Durham, N.C. is the realization of a father's dream of business association with his sons. Its growth and success in Durham, N.C. is the result of family teamwork and a philosophy of service to the community.

J. H. Coman, Sr., president, epitomizes the firm's attitude in this statement: "To me, the most important thing is this: A successful lumber and building material dealer must give some of his time, energy and thought to the welfare of the community. If he is not willing to do this, then he has no right to expect the community to support him in his business."

There are ample facts to prove how well Coman has practiced his code. In Durham, where he has lived for 35 years, he is chairman of a Cham-

ber of Commerce building committee whose objective is to encourage investment of local capital in low cost rentals through FHA, and to keep out public housing. He has been a member of the city board of education for 25 years, and has taken an active part in boy scout work. He is a past president of the Kiwanis Club, a director of the community chest and chairman of the board of the Duke Memorial Methodist Church. A past president of the Carolina Retail Lumber Dealers Association, he is now a member of the executive committee.

Two of Coman's sons, J. H. (Jim), Jr., 26, and William (Bill) Coman, 23, are active members of the company. A third, John, 19, an artist and advertising man, devotes part of his time to the lumber business and has the title of director of advertising and public relations.

Both older sons were Navy officers during the war. Jim, Jr. is a Duke University graduate in forestry and business administration. Bill has a bachelor's degree from the University of Virginia and did graduate work in business administration at Duke.

Also a veteran, the senior Coman served as an Army engineer in World War I. He is a former physics and engineering instructor at Duke, where he was graduated; and he was a post graduate student at the University of Chicago. Coman spent



COMAN six-truck fleet. Firm started business in 1946 with one truck and one employee: the driver. They now average 40 employee

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eight years in factory management at the Liggett Myers Tobacco Co., and was with the Cary Lumber Co., Durham, for 21 years.

The plan for the family enterprise was first discussed by correspondence, prior to the separation of the two older sons from the Navy. They were enthusiastic about starting a lumber yard with their father and this, of course, was what he had long hoped they would want to do. Pooling their resources in January, 1946, they purchased the Durham branch yard of the Ray Lumber Co., Oxford, N.C.

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Incorporated at \$100,000, the Coman Lumber Co. started business with no debt, a small operating capital, a \$4,000 inventory of "odds and ends of scrap lumber," as Coman described it, and unlimited optimism. They have purchased almost a million dollars worth of lumber millwork and building supplies in the intervening three years and now have a full line of building materials.

At the beginning, in 1946, the firm's personnel consisted of father, and three sons—(John, the youngest helped at the yard while attending high school)—and a truck driver. The Comans now employ an average of 40 men, including skilled mill-work mechanics, yard labor and office staff, and have a fleet of six trucks

Located in a residential section of Durham, the yard has been neatly arranged for the convenience of the customers and for efficient unloading of materials from a railroad siding. The original area of the yard was 200x360 feet, but the Comans have added another 150 feet of frontage on the railroad siding. This is at the rear of the yard, adjacent to the lumber shed.

The U-shaped layout permits a customer to drive in from the street and make a complete, uninterrupted circuit of the yard. The route first



I. H. COMAN, president of the Coman Lumber Co., discusses plans with his sons and associates, Bill (left), and Jim. Ir.



DEALERS' attractive main office and display room is white with green asphalt shingles

passes stacks of heavy lumber. It ends at the warehouse and millwork plant, which is located at the street exit across from an attractive, residential type building which houses the office and display room. The arrangement also facilitates the loading of trucks, since heavy materials are placed first, and lighter, fabricated products go on last.

In the first year of operation, the Comans rebuilt the two-story mill-work plant, equipping it with modern machinery for the manufacture of custom-made sash and doors. "We needed the millwork," J. H. Coman explained, "to make doors, sash and cabinets at a time when millwork was almost impossible to buy. By manufacturing our own millwork, we are enabled to give our trade dependable service and quality merchandise without carrying a big inventory."

Another move, which improved their competitive ability and assured the plant of a steady supply of seasoned lumber, was the purchase, in December, 1947, of a planing mill about a mile from the yard. It is located on a five acre plat, with a railroad siding.

They rebuilt the mill into a structure 150x35 feet, and installed late model machinery, including a steam engine, planers, rip saw, trim saw and band re-saw. It is now used to dry, season and dress lumber for the millwork plant and lumber yard.

After three years devoted to the organization and improvements necessary to establish a completely integrated lumber yard, the optimistic Comans have one more major expansion project in mind—a department for the application of asphalt roofing.

"Asphalt is the only roofing material we carry," Coman pointed out, "because it is a good profit-maker in these days of close competition. We have been carrying about two carloads of asphalt shingles in inven-

tory, but we expect to more than double our present sales volume when we get started with an application crew. As I see it, there is an excellent market, long neglected, in reroofing of homes, and in new construction by individual home owners."

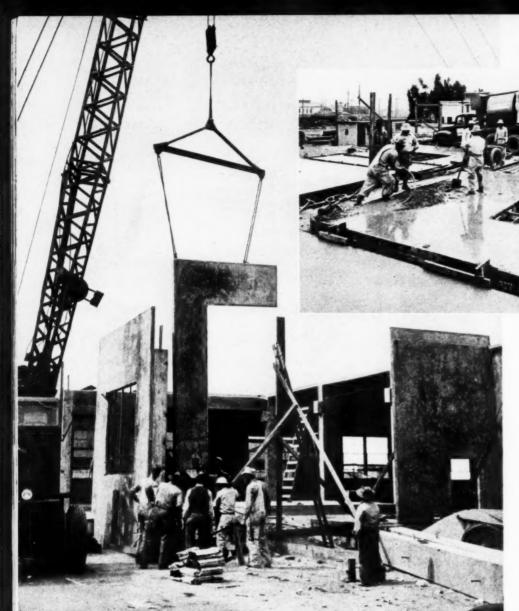
In this connection, Coman expressed the opinion that 1949 would be a good business year in his trade area. "The business is there," he said, "that is why we are organizing a roof-application crew. But material dealers should realize that in today's buyer's market, we must offer service and sound advice on the proper selection of materials and good application of them.

"We keep a close watch on every step of our operation to keep the plant at maximum efficiency. This enables us to give the customer the best service at the lowest possible cost."

The Comans maintain a complete library of home planning books and offer competent counsel to families who plan to build a house. They welcome opportunities to criticize layouts and to give advice on the selection of materials, financing code requirements and other details—and in three years have helped more than 300 owners to build their homes. Naturally, this has resulted in large materials sales for their firm.

Although they concentrate on the individual home owner, both for new construction and maintenance, the Comans get a large share of the industrial and commercial work from Durham's tobacco, hosiery and cotton industries. Coman's reputation in Durham is responsible for much of this business.

A large factor in the company's rapid growth has been the loyalty of the employees. From the yard laborers to the top men, the efforts of all are directed toward pleasing the customer. "Happy Employees and Satisfied Customers" is a Coman slogan.



CASTING of wall on concrete floor. This step is followed by trowel-finishing, after which panel is hoisted in place

COMPLETED wall section being placed in position by crane. Wall panels and sections are anchored by welding or by pouring column between panels. No separate finishing is required once walls are up

Tilt-up System of Concrete Construction Proves Profitable

THE tilt-up system of concrete wall construction, which eliminates the need for vertical forms, is attracting considerable interest on the West Coast where its use has often resulted in costs substantially below those of conventional concrete wall pouring methods.

Buttress and McClellan, Inc., Los Angeles industrial building contractors who developed the revolutionary technique, called "Panel-Crete," have employed it in the construction of a number of buildings which are also distinguished by attractive modern design.

By the tilt-up system, wall panels are cast on the reinforced concrete floor of the building, leaving the finCalifornia firm demonstrates economy of new concrete wall technique in modern industrial building

ished walls free of form marks. In addition to saving the cost of vertical forms, the technique provides further construction economies by permitting the setting of sash and door frames in place before concrete is poured, and the setting of reinforcing members while the wall panel is laid out on the floor.

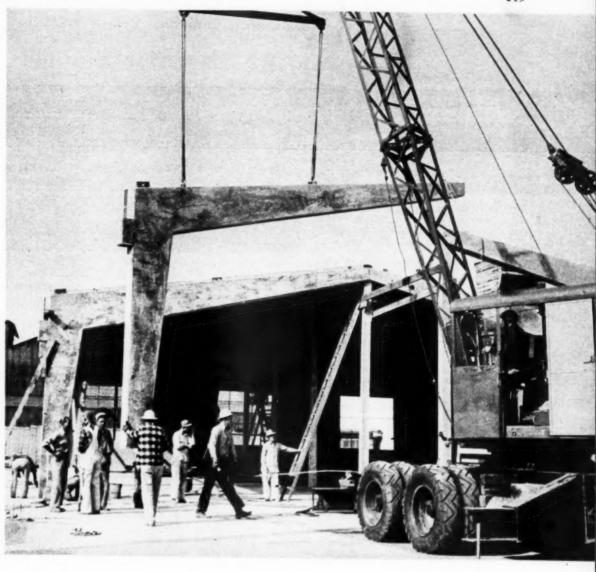
The surface, after the concrete has set, has a smooth, troweled finish, the painting of which is optional. The finish eliminates cracking; if there is any movement it will occur at the panel joints.

The first step in the Buttress and McClellan operation is the pouring of a reinforced concrete slab, which serves as foundation and floor. The floor is covered with an emulsion, and low curb-like forms are laid in the shape of the wall panels. Reinforcing steel sash and door frames are laid in place; the wall is then poured in horizontal panels directly on the floor, and is trowel-finished, avoiding the separate finishing job required with the use of vertical forms.

The complete wall panels are placed in position by a crane. They are anchored by welding or by pouring columns between panels. The roof in A and I truss i exper metho plann staff signer species

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IN ANOTHER Buttress and McClellan project, truss is aligned by crew experienced in tilt-up method. Operations are planned by a unified staff of architects, designers and engineers, specialists in the system

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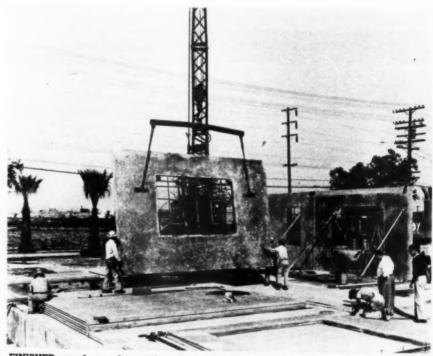
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roof

is then constructed, using one of three types of column and truss, depending on the type of building—integral concrete, with the "Panel-Crete" roof; concrete column, steel truss and conventional roof; or patented rigid welded steel frames and conventional roof.

Buttress and McClellan, in estimating the cost of a job, compute their walls at 75 cents a square foot. The comparable figure on brick construction is \$1.10, and on standard poured concrete, \$1.35 to \$1.50.

On a standard warehouse building, truck height, with average lighting, plumbing, painting, etc., and a wood toof, they estimate \$3.75 per square toot on jobs of about 10,000 square teet. This figure can be reduced on



FINISHED panel, complete with sash, is raised to upright position and swung in place



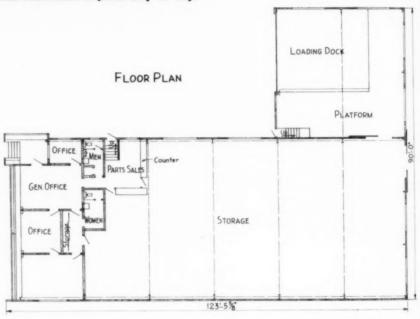
projects of from 40,000 to 50,000 square feet to \$2.80.

On a type one building with a concrete roof, their current quotations are \$4.50 on small jobs and about \$3.00 on large ones.

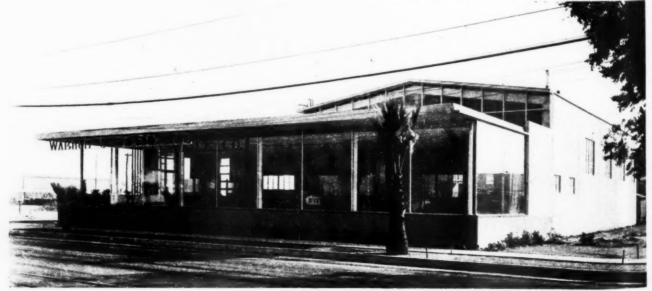
In many cases, Buttress and Mc-Clellan complete their buildings in a time appreciably shorter than that required for other types of construction. One of their typical jobs was a combination sales office, warehouse and distribution unit for the Twin Disc Clutch Co., Inc. The building, which was erected in Vernon, Calif., was completed approximately four months after the contract was signed—or 90 days after completion of plans.

The Buttress and McClellan organization maintain an outstanding staff of architects, designers and engineers, and have their own experienced construction crews. They also have a research and survey service for selection of building sites; a property department to arrange for purchase of property; and a mechanical layout department which plans complete industrial building layouts.

PLAN and details of building above. Actual construction required only 90 days



THE Warner and Swasey Co. Los Angeles unit, another typical "Panel Crete" building. Buttress-McClellan's plans are prepared by its own staff of architects and designers



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Home Builders Can Weld Their Industry

... through NATIONAL HOME WEEK

A FAVORITE charge leveled by critics of the residential construction industry is that its various components are constantly flying off in different directions, without regard for a common goal.

Of course, nothing could be farther from the truth. This fallacy springs from the fact that the construction business is so complex. Instead of being one step behind the highly mechanized manufacturing industries, such as the automobile industry and others, home builders are actually faced with a more technical problem. They must bring together the products of the manufacturers of building materials and equipment through the specialized services of many artisans in order to turn out the finished home.

The over-all job of calling the public's attention to the far-flung segments of the great home building industry is through National Home Week

Taking the individual home builder as the focal point, an entire cooperative program can be worked out in every leading city. So let's swing our point of view around to the man who builds the home and see how he can take advantage of National Home Week

John H. Builder wants to do his part in bringing the attention of the families in his community to the accomplishments of home builders. Besides this, he has a normal interest in drawing their attention directly to the projects that bear his name. How can he do these things?

He can use good publicity releases and pictures. He can advertise in proved media. He can set up direct mail schedules.

wilding.

But . . . if he is an alert home builder with an eye to present and luture markets, he is already doing these things to maintain and improve his market position.

National Home Week, however, is something more than routine merchandising. This is a chance to do something extraordinary. It is a chance that comes only once a year. So extraordinary methods are the order of the day.

To multiply the impact of his merchandising for this special event, John H. Builder turns to the additional advertising power that is held in the hands of the concerns with which he does business. By combin-



ing his public relations with their's he can put on a program that will be the biggest and most profitable he has ever undertaken.

In short, he calls on his own tremendous purchasing power to gain cooperation. The result—better business and better public relations for everyone in the picture.

As the first step in welding his industry, John H. Builder makes a "team roster." He lists every concern which has a job in home production. This roster includes manufacturers, distributors, financial institutions, architects, realtors, material distributors, appliance dealers, department stores, lumber dealers, electrical and other contractors, and utility companies.

Each of these allied groups is undoubtedly engaged in a merchandising program of its own. They are all shooting for their principal target: their customers. At the same time they are all shooting for the great common goal—(and this is what the public often fails to see clearly)—the goal of maximum productivity, full employment, and steady sales. These items inevitably add up to more and better homes for America. They mean a higher standard of living based on the bedrock foundation of prosperity.

But how can the individual home builder bring together the companies from whom he buys products and service? Fortunately, when John H. Builder starts on this assignment he finds that he has the backing of his local and national associations and the trade publications which have been working for years for better industry co-ordination.

With sales promotion and publicity material supplied by his association, John H. Builder sets forth to talk business—National Home Week business—with his suppliers. Going directly to the public relations director or president of each company he points out how cooperative sales promotion programs centered around display homes can increase business for both parties.

He uses examples like this: A utility company can feature National Home Week as a theme in its September advertising and promotion. Better still, the utility company can get its advertising and promotion right into the display which John H. Builder will throw open to the public during National Home Week. Now the cooperation begins to work. In its advertising and promotion-in window displays, newspaper ads, radio programs-the utility company can stress the display homes of John H. Builder which will feature the utility company's services.

That's just the beginning. Let's bring the appliance distributors into the picture. They have their own channels of advertising. For National Home Week these channels can be devoted to John H. Builder's display homes and the service of the utility company which makes possible the labor saving appliances for the home. Thus, you have the appliance distributor promoting his own products and giving a boost to the utility company and home builder who are part of the team.

Another important member of the team can be brought into play. Let's not forget the manufacturers of the appliances which the distributor sells—the appliances which make possible the service of the utility company. The manufacturer has a substantial advertising and promotion budget. He is looking for a good place to put it to work. There is no better place than right in the display homes of John H. Builder.

Now four different concerns are calling the attention of the public to their co-ordinated efforts to make living more enjoyable for the American customer. It begins to look like a real team—with John H. Builder as the manager.

And the cooperation described in the above example is only a start. Multiply this by the kind of cooperation you can also get among financing institutions, lumber dealers, department stores, and you begin to sample the real fruits of National Home Week

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OBJECTIVE: Better Homes To Sell at Lower Prices

At a time when inferior dwellings were easily sold, this builder thought of his future reputation and turned out good quality housing at low cost

ABOUT a year ago when F. R. Kimbrough began the construction of 41 two and three bedroom dwellings in a tract outside of Jackson, Miss., the housing shortage was so acute that second or third rate dwellings could have been built and sold at a considerable profit.

Kimbrough's policy was not affected by this situation. Motivated both by desire for personal satisfaction and concern for his future reputation, he set out to build first rate homes which could be sold as cheaply as possible.

The Jackson builder was aware that good materials and skilled labor, which are a requisite of sound construction, were at an all-time high, and that a streamlined procedure of construction would have to be worked out if his objective was to be attained. Through consultation with architects, engineers and business associates, he worked out such a procedure.

Kimbrough's answer to the low cost problem was a two bedroom house with 912 square feet of floor space. Location is a large landscaped lot on an asphalt street, with all concrete driveways. The home has two floor furnaces, an attic fan, door chimes, six closets, dining room, living room, kitchen and bath. The sale price, from \$8,500 to \$8,750 with \$1,750 down, is covered with an FHA-insured 25year loan.

Features of the homes include plastered walls, select hardwood flooring, overhead insulation, sewage system, gutters, shower over tub, rubber tile flooring in bathroom and kitchen, side screen porch, subflooring and storm sheeting, down spouts and splash blocks.

His three bedroom homes have 1181 square feet and sell for from \$9,450 to \$9,750, with a down payment of approximately \$2,000.

Although his 41st and last house in the subdivision was not completed until May 1st, it was sold in February to a resident who had "heard of the Kimbrough homes" and was willing to wait, despite the fact that the home

shortage has eased in Jackson and numerous \$9,000 homes are listed daily in the newspapers.

To cut production costs, Kimbrough set up highly mechanized cabinet, framing and finishing shops on the edge of his subdivision. From the time the earth was turned to the final checkup of a finished dwelling, his 75 workmen performed their various duties on a precision schedule of production, which attracted considerable praise from other home builders. The best materials available were purchased and supplies were bought in carload lots.

The first step in the building of a Kimbrough home is the selection of a lot along a newly-completed thoroughfare. After bulldozers have cleared the area, trenches are dug. Concrete of six to eight inch thickness reinforced with steel rods is poured. The concrete driveway is also laid.

Bricklayers then take over and lay between 8,000 and 9,000 bricks in the foundation, with 15 vents interlaced for better ventilation. The house is elevated from 24 to 26 inches to eliminate termites and to afford a better foundation.

Meanwhile, a skilled saw operator has been at work, cutting seasoned lumber to size, thus eliminating hand work on the part of carpenters. At the same time, a framing and finishing crew has fashioned kitchen cabinets, pantries, windows, doors and other pieces to be installed.

As soon as the brick foundation has been laid, carpenters go to work. Floors, walls, partitions and a roof are built and the "birth" of a house is performed without waste of man power or material. Then come the



CUTTING lumber to size. Streamlined techniques result in savings for purchaser

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KIMBROUGH drive, just outside Jackson, Miss., was pine forest less than a year ago

plumbers, electricians, plasterers, painters and the other skilled tradesmen who move from one building to the other at a continuous precision pace.

At this point, plumbing, attic fans and window glass are installed; door chimes are placed in the dining room and oak flooring is laid. The screen porch is also completed, and shrubbery and grass planted.

Final inspection is then made. Foremen check the work of their crews, making sure that all details of the work have been properly performed.

The Kimbrough organization, in addition to its construction activities, maintains a sales brokerage business with a staff of five men, a mortgage loan department and a fire and casualty insurance agency, thus offering the purchaser a complete one-stop service.

Kimbrough has achieved a statewide reputation as a builder of good low-cost homes. This reputation is already paying dividends.



BUILDER Kimbrough is current president of Jackson Home Builders Association, past NAHB regional vice president, and 1948 president of the Real Estate Board



FLOOR plan and details of Kimbrough three bedroom house which has about 1181 square feet and is in \$9,450 to \$9,750 price range



THREE bedroom home with attached garage located handy to the kitchen



READY for visitors. Shortage has eased but many purchasers wait for Kimbrough Homes



LOW cost homes have attractive settings, feature good workmanship and materials



AN example of a typical wood stud bearing partition in a frame house. This is a type most frequently used

Engineered House Construction **Part VII Interior Walls**

Modern planning and the use of new materials are providing greater freedom of function and design for interior walls

IN the construction of homes, apartments, small commercial and industrial buildings, there are basically four different types of interior walls in use at the present time. These are frame, masonry, steel, and built-in divisions.

1. FRAME. This type consists of vertical wood structural members of either 2x4's and 2x6's spaced 16 inches on center. These members are placed endwise or flat upon top and bottom plates, as the design condition may require. The primary purpose of wall plates are to tie the studs together to insure their alignment, and to form a base for the structural members above, such as joists and rafters. To complete the wall, surface materials are applied to each side of studs.

A large host of materials in addition to lath and plaster are now available. These include gypsum boards, hardboard products, wood paneling, laminated wood fibre and plywoods.

The advent of prefabricating and site assembly methods gave rise to new construction techniques that included the use of roof trusses to span the distance between exterior walls. This method leaves the entire floor area of the house free for the building of interior partitions on the floor, tilting them up into position when completed. When use is made of dry-wall materials the ceiling over the whole house can be put in place at one time and before partitions are installed.

The need for an abundance of low cost housing has encouraged builders in the use of short-cut methods in order to save time. A not too common method is to eliminate the use of wood grounds for nailing the finished base. Instead the base is placed directly against the face of the studs and the plaster is brought down to the top of the base; thus the finished base and plaster are flush. Where plaster and base abut, a V-cut is formed. This prevents cracks in the plaster from showing when settlement takes place.

The use of a 2x6 stud dressed four sides to serve as a finished door frame and casing in an interior partition is gaining favor. A wood stop for the door applied to the face of a 2x6 frame, and a small cover mould placed at the intersection of wall material and backside of frame, completes the entire

door frame assembly.

In multiple housing of frame construction an awareness for the need of adequate soundproofing is necessary, particularly in walls separating rental units. A proven method is to stagger the 2x4 studs and weave a heavy blanket type of insulation between them for the full height of the wall. The thickness of the wall should be approximately 61/2 inches.

2. MASONRY. This type consists of the use of light aggregate blocks, such as cinder, Haydite, Waylite, Pyrobar, concrete blocks and others of a similar nature. Since the ranch type house with its basementless arrangement and concrete slab has become popular the block wall has come into general use. This wall is usually confined to a four inch thickness. The joints are struck evenly and neatly in preparation for application of paint. Where a plaster finish is desired the walls are furred in preparation for the lath. Plaster can also be applied directly to the block without furring.

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Recent years have seen a great





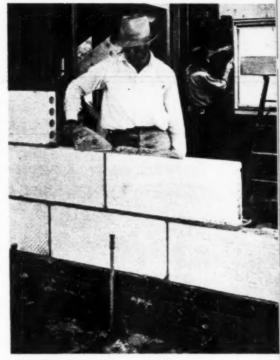
TWO thicknesses of gypsum board being applied, the first layer nailed, the second glued

impetus in the use of so-called exterior materials for the construction of interior walls. This applies particularly to homes of modern design where several different types of materials may be used in the treatment of a single room. A concrete slab or a steel beam is needed to support this type of wall, which can be face brick, stone or glass block.

3. STEEL. For the sake of lightness of weight and economy of space non-bearing partitions are built consisting of 3/4 inch steel channel studs set vertically 12 inches on centers and bolted to metal runners or tracks below and above. Ribbed metal lath or plaster board is then wired to one side of the channels and plaster is applied to both sides of the lath. Such solid partitions may not be more than 11/2 or 2 inches thick. Double partitions 31/2 to 71/2 inches thick with an air space in the center are likewise constructed of two sections of metal lath supported on $1\frac{1}{2}$ or 2 inch channel studs. Plaster is then applied to the outside of each section of lath. This type of partition is used primarily in the construction of apartments and small commercial buildings.

4. BUILT-IN DIVISIONS. The current trend in home design is toward open planning. This movement is almost as pronounced as the trend toward built-ins. Open planning is a system of interior partitions of limited height extending from counter to top of doors. This permits the ceiling to extend in an unbroken line through several rooms, giving the impression of increased size to the area. The limited height partition can take the form of a single thickness of striated plywood with supporting frame, or it may be an entire storage wall unit serving as a division between rooms.

Of particular interest to designers and builders is the use of full

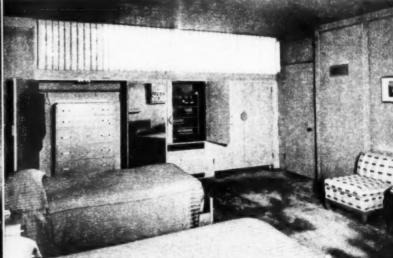


GYPSUM block, brick and similar materials are used with concrete slabs

height storage walls as a separation between bedrooms. This is made possible where load-bearing partitions are not required for the support of ceiling or roof members.

The dual purpose room, such as a combination living-dining room, or kitchen and utility room, has encouraged the use of new materials to form partial or complete separations. Full height opaque or corrugated glass is often used as a partial separation between hall and living room, and living and dining rooms. This merely gives the suggestion of separation which is all that is necessary. Glass block is also used above counter tops between the kitchen and utility room.





TWO views in bedrooms showing arrangement of built-in closets occupying an entire wall. In this manner the use of space is planned

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DEALER REVIEW



NEWS OF NRLDA AND STATE AND REGIONAL ASSOCIATIONS

Enthusiasm, Large Crowds Mark Closing of Dealer Conventions

REGIONAL and state dealer conventions held in late March and April, like those preceding, were characterized by capacity registration and marked interest in legislation—local, state and national—affecting the industry.

Executive officers and convention committees report that as the annual meetings have increased in size, the furnishing of satisfactory accommodations has been a growing problem, particularly in the smaller cities. At almost all conventions where there were exhibits, all available space was sold.

Reports are in from nearly all of the 1949 meetings. High attendance and interest have been evidence of a fuller realization of the effective work being carried on by the associations.

Texas

An official attendance count of more than 4,000 marked the 63rd annual convention and builders' show of the Lumbermen's Association of Texas, held April 23-26 in the Agricultural Exposition building of the Texas state fair grounds at Dallas. There were 200 exhibitors.

There was a special program for the 400 women who attended the meeting.

The Texas group elected W. B. Henderson of the Chickasaw Lumber Co., Fort Worth, president; and W. B. Milstead, Burton Lumber Corp., Houston, first vice president.

John R. Armstrong, Foxworth-Galbraith Lumber Co., Amarillo, was named second vice president; W. B. Carssow, Alvis and Carssow, Austin, third vice president; Verner McCall, Blalock-McCall Lumber Co., Houston, treasurer; M. T. Bronstad, Lingo-Leeper Lumber Co., Denison, sergeant at arms; Jack Dionne, Gulf Coast Lumberman, Houston, honorary secretary; Gene Ebersole, Houston, executive vice president and secretary-director to national asso-

ciation; and Lynn Boyd, Lynn Boyd "Good Lumber," Pampa, dealer-director to national association.

Guest speakers included NRLDA president C. B. Sweet; Ben H.



W. B. HENDERSON

Wooten, Dallas banker; Dr. George S. Benson, Searcy, Ark.; Elmer Wheeler, of "sizzling steak" fame; T. R. Armstrong, Huttig Sash and Door Co.; R. M. Eagle, president of the Texas Lumber Manufacturers Association; and James D. Arrington, Collins, Miss., mayor.

At the board meeting, the directors unanimously adopted the group health, accident and hospitalization plan for the association. The Prudential Insurance Co. will be the insuring agency. Texas laws forbid the adding of life insurance to this plan.

Mississippi

The 23rd annual convention of the Mississippi Retail Lumber Dealers Association was held April 7-8 at the Buena Vista Hotel, Biloxi, with more than 350 persons attending.

Officers elected for 1949-50 were: president, W. L. Solomon, Y-D Lumber Co., Belzoni; first vice president, Earl M. Jones, Trenton Lumber Co., Jackson; second vice president, R. C. Stockett, Jackson Lumber Co., Jackson; and national dealer-director, R. B. Vaughan,

The President's Column



By C. B. SWEET President, NRLDA

"Dogs, Cats Are Ordered From Two Local Housing Projects."

A recent news item in our local papers carried the above heading. The article then went on to state "... dog and cat owners who live in Huntington Villa and Freeport Village have been ordered by the local Housing Authority to dispose of their pets by April 15." The order was signed by the chairman of the housing authority and stated that "it was deemed necessary for reasons of health and safety."

It so happens that both of these federally-owned housing projects, Freeport Village and Huntington Villa, are in a community surrounded by privately-owned housing, some of which is empty because the owners cannot compete with the Federal government rents.

If the dogs and cats in the government project have created an unhealthy and dangerous condition, what about the ones across the street in the privately-owned projects which the city council has not found unhealthy or dangerous? These Federal projects were built as a wartime expedient, consequently if they are creating an unhealthy condition why not do away with them and let private enterprise furnish the housing?

No doubt it will be only a matter of time until another order—how familiar the word "order" would sound to the people in Germany and Russia—will be issued by the Housing Authority chairman. The next one may say that only

(Continued on page 164)

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ner, S Belm Jaege first v Gulf Coast Lumber Co., Biloxi. E. B. (Ted) Lemmons, Jackson, is executive secretary-treasurer.

The delegates to the convention adopted resolutions opposing the proposed government medical and housing programs, and advocating taxation of cooperatives.

A dealers forum was held for the first time at this meeting.

Among the guest speakers were H. R. Northup, executive vice president, NRLDA; Henry J. Munnerlyn, Bennettsville, 'S. C., dealer; T. R. Armstrong, Huttig Sash and Door Co., St. Louis; Edward G. Gavin, American Builder editor; Proctor D. Houston, loan guaranty officer, Veterans Administration; and W. T. Pate, state director, FHA.

Montana

Registrations at the 11th convention of the Montana Retail Lumbermen's Association reached 342, with 380 persons attending the annual dinner. The yearly meeting was held at the Florence Hotel, Missoula, April 11-13.

A "sales opportunity clinic" was a convention feature for the second year. Through this plan representatives of manufacturers and jobbers are given an opportunity to provide details about their products. The Montana Association does not have exhibits.

C. B. Sweet, NRLDA president, was a special speaker.

New officers named at the meeting are: William (Bill) Aldrich, Aldrich and Co., Billings, president; Steve Posterick, Thompson Yards, Inc., Livingston, vice president; and Earl A. Clute, Clute-Polleys Lumber Co., Missoula, treasurer.

New Jersey

One of the highlights of the 65th annual convention of the New Jersey Lumbermen's Association was an "old guard" dinner at which 87 members were awarded "quarter-century" certificates in recognition of continuous membership and meritorious cooperation for 25 or more years. The convention was held April 6-8 at the Traymore Hotel, Atlantic City.

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Four hundred and twenty-five persons attended the annual banquet, at which Gov. Driscoll of New Jersey and Mrs. Driscoll were guests.

New officers elected at the convention include: E. Donald Sterner, Sterner Coal and Lumber Co., Belmar, president; Adolph Jaeger, Jaeger Coal and Supply Co., Union, first vice president; and Arthur M.

Mason, Clayton Lumber Co., South River, second vice president. Reelected were Treasurer G. Bernard Roesler, Fairmount Coal and Lumber Co., Hackensack, and Secretary-Manager Edward C. Frick, Newark.

Southern California

Thomas J. Fox, 1948 vice president, was elected president of the Southern California Retail Lumbermen's Association at the 32nd annual meeting and exhibit of the



THOMAS J. FOX

group April 21-22 in the Ambassador Hotel, Los Angeles. Fox is president of the John W. Fisher Lumber Co., Santa Monica.

The new vice president is C. G. Ward, president of Ward and Herrington Lumber Co. of Santa Ana. Gerald V. Curran, Curran Bros., Pomona, was re-elected treasurer.

Tennessee

A change in the type of meeting marked the 24th annual convention of the Tennessee Lumber, Millwork and Supply Dealers Association March 28-30. The convention was held for the first time in a public building—the Municipal Exposition Building, Knoxville—there being no hotel facilities in the state large



T. O. LASHLEE

enough to accommodate the jobbers and manufacturers who requested display space.

T. O. Lashlee, Humboldt, was elected president. New vice presidents named were H. P. Tomlin, Jackson; Fleming Smith, Nashville; and Edward Chavannes, Knoxville.

Re-elected were Abner U. Taylor, national director; G. Ralph Cockrum, treasurer; and Robert O. Brownlee, secretary-manager. The five new directors are A. B. Stowers, James P. Wilson, L. T. Stone, M. Price McLean, and John W. Threadgill.

Registration was close to 600. The exhibits, open to the public each evening, attracted 2000 persons.

Convention business included a change in name (the new name of the group is Tennessee Building Material Association); authorization of a group insurance program; action condemning public housing.

Dealer Review Continued on page 164



OFFICERS of the New Jersey Lumbermen's Association. Seated, from left: Arthur M. Mason, second vice president; E. Donald Sterner, president; Adolph Jaeger, first vice president; standing, G. Bernard Roesler, treasurer; Edward Frick, secretary-manager



TECHNICAL GUIDE for Builders and Craftsmen

Estimating Quantities Of Asphalt Roofing

Area of Complicated Roof Can Be Measured Without Leaving Ground

IN ESTIMATING the quantity of asphalt roofing needed for a roof with ells, dormers, gables or other irregularities, it usually is considered necessary to know the lengths of all eave lines, rakes, valleys, hips and ridges. These dimensions can be obtained easily from drawings. Unfortunately, however, drawings frequently are not available, and the estimator must resort to climbing to the roof.

There is one method, however, by which the dimensions of the area may be determined without climbing the roof and without complicated calculations. This method is based on the fact that at a given pitch and over a given horizontal area, the same number of square feet of asphalt roofing will always be required, regardless of roof design. For example, if a hip roof with several dormers and a simple shed roof each cover a horizontal area of 1,000 square feet and have a pitch of ½3, both roofs will require exactly the same amount of asphalt roofing.

To use this method, it is necessary to know two factors—the pitch of the roof and the horizontal area in square feet covered by the roof.

Determining Pitch

Span, rise, run and pitch (or slope) of a gable roof are indicated in Figure 1. The pitch is usually given as the relationship between rise and span. If, for example, the rise is 8 feet and the span 24 feet, the pitch is 8/24 or 1/3.

A method of pitch measurement which involves the use of a folding carpenter's rule can be used without leaving the ground.

Form a triangle with the three or four lowest numbered sections of the rule, as illustrated in Figure 2. Stand 40 or 50 feet away from the building and align the roof slope with the sides of the triangle, making sure that the part of the rule which forms the base of the triangle is horizontal. Then take a reading on the rule, as shown by the "reading point" in Figure 2.

In the conversion table (Figure 3), note in the top line headed "rule reading," the point nearest the actual reading taken. The pitch, expressed both as a fraction and in degrees, and the rise, expressed in inches per foot of run, will be found in the column below the appropriate point. In Figure 2, the reading is 22. The nearest point in Figure 3 is 21%, indicating the pitch to be ½, or 8 inches rise per foot of run.

Horizontal Area

In Figure 4, the projection below the perspective shows the total horizontal area (ground surface) covered by the roof. All measurements needed to draw a horizontal projection of this sort can be made from the ground or within the attic space of the building. No roof climbing is necessary.

After making horizontal measurements, including extra area for overhang at eaves or rakes, it is a simple matter to figure the horizontal area in square feet. The area must be figured separately for each part of the roof having a different pitch.

In Figure 4, the main roof has a rise of 9 inches per foot, and the roof on the ell and the dormer has a rise of 6 inches per foot.

The horizontal area under the 9 inch slope is



SHOWING span, rise, run and pitch of gable roof shown Figure 1



ROOF pitch can be measured from ground with triangle. Figure 2

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2	***************************************	,	•		•	1	وو		1	*	1	L	_
RULE I	MEADING	18%	19	19%	20%	20%	21	211/2	21 %	221/4	22%	22 %	23%
	DEBACES	56"19"	53° 8'	49*24	45"	42*30	39"48	34"51	33*41	30°16	26'34	22"37	(8" 24
PITCH	FRACTIONS	3/4	1/3	7/12	1/2	11/84	5/12	3/8	V3	1/24	1/4	5/24	1/6
RISE -	OF HORIZ, RUN	18"	16"	14"	12"	H"	10.	9"	6	7-	6.	9.	4"

CONVERSION table indicates pitch and rise of roof. Figure 3

26x30 (780 square feet) and 19x30 (570 square feet), a total of 1,350 square feet.

From this must be subtracted the horizontal area of the chimney and the horizontal area of the triangular section of the main building covered by a projection of the ell roof. These areas are: triangular section, 8x5 (40 square feet) and chimney, 4x4 (16 square feet)—a total of 56 square feet to be subtracted.

Subtracting 56 square feet from 1,350 square feet gives 1,294 square feet of horizontal area covered by the roof with a 9 inch rise.

The horizontal area under a 6 inch slope roof is 20x30 (600 square feet) and 8x5 (40 square feet), a 640 square foot total.

Sometimes one part of a roof, the eaves or the rake, projects over another part, and the duplications must be added to the horizontal area. In Figure 4 there are three duplications:

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(1) ell. dupli feet. (2) of th section

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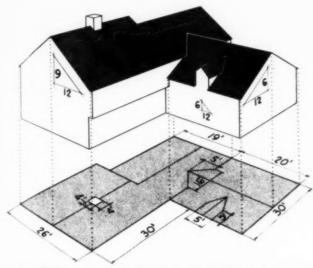
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PERSPECTIVE shows ground surface covered by roof Figure 4

(1) Where the eaves of the main house overhang the ell. Assuming that the eaves project four inches, this duplication would be 2x7 feet by ½ foot, or 4½ square feet.

(2) Where the rake of the wider section of the roof of the main house overhangs the roof of the narrower section.

Assuming that the rake also projects four inches, this duplication would amount to $9\frac{1}{2}$ feet by $\frac{1}{3}$ foot, or 3-1/6 square feet.

(3) Where the dormer eaves overhang the ell roof. This would be $2x5x\frac{1}{3}$, or $3\frac{1}{3}$ square feet.

The first two duplications occur in the roof with a 9 inch rise, and 7-5/6 square feet (the sum of 4½ and 3-1/6) should be added to the preliminary total already figured: preliminary total 1,294 square feet, duplications 8 square feet (the next higher whole number), final total 1,302 square feet.

The third duplication should be added to the preliminary total figured for the roof with a 6 inch per foot rise: preliminary total, 640 square feet, duplication, 4 square feet (the next higher whole number) final total of 644 square feet.

Converting Horizontal Areas to Slope Areas

Horizontal areas can be converted to slope areas by using a conversion table (Figure 5). The exact slope

area for any given horizontal area at any given pitch can be found in the appropriate column across from the horizontal area to be converted.

To convert the horizontal area computed for Figure 4: For the total area of 1,302 square feet under the 9 inch rise section of the roof, the 9 inch rise column in the table is used: horizontal area, 1,000, 300 and 2—a total of 1,302. Slope area, 1,250, 375 and 2.5—1,627.5.

For the 644 square foot horizontal area under the 6 inch rise, use is made of the 6 inch rise column: horizontal area, 600, 40 and 4—644. Slope area, 670.8, 44.7, and 4.5—720.

The two slope areas are now added. Their total (1,627.5 plus 720) equals 2,347.5 square feet, the total roof area.

Roofing is sold in squares, one square covering 100 square feet of roof area. To determine the number of squares of asphalt roofing necessary for a particular roof, divide the number of square feet by 100 and add 10 per cent for waste.

The roof in Figure 4 has an area of 2,347.5 square feet. Increasing this by 10 per cent brings the amount of roofing required to 2,582.2 square feet. Dividing by 100 gives 25.82 or, the next higher whole number—26, the number of asphalt roofing squares needed for the roof.

Estimating Quantities of Roofing Accessories

In addition, it is necessary to determine quantities of starter strips, edging strips, ridge and hip shingles and valley flashing strips. Because eaves and ridges are horizontal, measurements may be taken on the ground.

The true lengths of rakes, however, must be taken from the conversion table (Figure 5). To determine the length of a rake, first measure the horizontal distance over which it extends. In Figure 4, the rakes on the ends of the main building span distances of 26 feet at one end and 19 feet on the other. There is an additional rake footage where the wider section and the narrower section join; this amounts, horizontally, to 13 feet plus 3½ feet.

Thus the total horizontal rake footage of the roof with a 9-inch rise is 26 plus 19 plus 13 plus 3½ feet, or 61½ feet altogether.

According to the conversion table (Figure 5), the horizontal length of 61½ feet for the 9-inch rise roof equals 76.9 feet as the true length of the rakes of that roof. For the 6-inch rise roof, the true length is 39.1 (Continued on page 184)

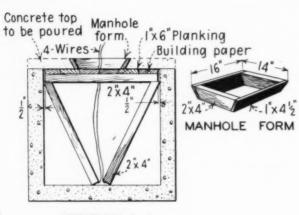
HIP AND VALLEY TABLE

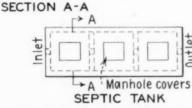
	CONVERSION TABLE										
RISE Inches per foot of horizontal run PITCH Degrees Fractions CONVERSION FACTOR	4° 18° 26' 1/6 1.054	5° 22° 37' 5/24 1.083	6° 26° 34° 1/4 1.118	7° 30° 16′ 7/24 1.157	8° 33° 41′ 1/3 1.202	9° 36° 52′ 3/8 1.250	10° 39° 48′ 5/12 1.302	11° 42° 31' 11/24 1.356	12° 45° 1/2 1,414		
HORIZONTAL (Area in Sq. Ft. or Length in Feet)											
I I I I I I I I I I I I I I I I I I I	1.1	1.1	1.1	1.2	1.2	1.3 2.5	1.3	1.4	1.4		
2	2.1	2.2	2.2	2.3	2.4		2.6	2.7	2.8		
3	3.2	3.2	3.4	3.5	3.6	3.8	3.9	4.1	4.2		
4	4.2	4.3	4.5	4.6	4.8	5.0	5.2	5.4	5.7		
5	5.3	5.4	5.6	5.8	6.0	6.3	6.5	6.8	7.1		
6	6.3	6.5	6.7	6.9	7.2	7.5	7.8	8.1	8.5		
7	7.4	7.6	7.8	8.1	8.4	8.8	9.1	9.5	9.5		
N	8.4	8.7	8.9	9.3	9.6	10.0	10.4	10.8	11.3		
9	9.5	9.7	10.1	10.4	10.8	11.3	11.7	12.2	12.7		
10	10.5	10.8	11.2	11.6	12.0	12.5	13.0	13.6	14.1		
20	21.1	21.7	22.4	23.1	24.0	25.0	26.0	27.1	28.3		
30	31.6	32.5	33.5	34.7	36.1	37.5	39.1	40.7	42.		
40.	42.2	43.3	44.7	46.3	48.1	50.0	52.1	54.2	56.0		
50	52.7	54.2	55.9	57.8	60.1	62.5	65.1	67.8	70.		
60	63.2	65.0	67.1	69.4	72.1	75.0	78.1	81.4	84.		
70	73.8	75.8	78.3	81.0	84.1	87.5	91.1	94.9	99.		
80	84.3	86.6	89.4	92.6	96.2	100.0	104.2	108.5	113.		
90	94.9		100.6	104.1	108.2	112.5	117.2	122.0	127.		
100	105.4	108.3	111.8	115.7	120.2	125.0	130.2	135.6	141.		
200	210.8		223.6	231.4	240.4	250.0	260.4	271.2	282.		
300	316.2		335.4	347.1	360.6	375.0	390.6	406.8	424.		
400	421.6		447.2	462.8	480.8	500.0	520.8	542.4	565.		
500	527.0	541.5	559.0	578.5	601.0	625.0	651.0	678.0	707		
600	632.4		670.8	694.2	721.2	750.0	781.2	813.6	848.		
700	737.8		782.6	809.9	841.4		911.4	949.2	989.		
900	843.2		894.4	925.6	961.6	1000.0	1041.6	1084.8	1131.		
900 -	948.6	974.7	1006.2	1041.3	1081.8	1125.0	1171.8	1230.4	1272		

RISE Inches per foot of horizontal run PITCH Degrees Fractions CONVERSION FACTOR	4° 18° 26' 1/6 1.452	8° 22° 37′ 5/24 1.474	6° 26° 34′ 1/4 1.500	7° 30° 16′ 7/24 1.524	8° 33° 41′ 1/3 1.564	9° 36° 52' 3/8 1.000	10° 39° 48′ 5/12 1.642	11° 42° 31' 11/24 1.664	12° 45° 1/3 1.73°
HORIZONTAL		-	-	-					_
(Length in Feet)								1	
1	1.5	1.5	1.5	1.5	1.6	1.6	1.6	1.7	1.3
2	2.9	2.9	3.0	3.0	3.1	3.2	3.3	3.4	3.
3	4.4	4.4	4.5	4.6	4.7	4.8	4.9	5.1	5.
4	5.8	5.9	6.0	6.1	6.3	6.4	6.6	6.7	6.
5	7.3	7.4	7.5	7.6	7.8	8.0	8.2	8.4	8.
6 7	8.7	8.8	9.0	9.1	9.4	9.6	9.9	10.1	10.
7	10.2	10.3	10.5	10.7	10.9	11.2	11.5	11.8	12.
8	11.6	11.8	12.0	12.2	12.5	12.8	13.1	13.5	13.
9	13.1	13.3	13.5	13.7	14.1	14.4	14.8	15.2	15.
10	14.5	14.7	15.0	15.2	15.6	16.0	16.4	16.8	17.
20	29.0	29.5	30.0	30.5	31.3	32.0	32.8	33.7	34.
30	43.6	44.2	48.0	45.7	46.9	48.0	49.3	50.5	52
40	58.1	59.0	6000	61.0	62.6	64.0	65.7	67.4	- 69
50	72.6	73.7	75.0	76.2	78.2	90,0	82.1	84.2	86
60	87.1	68.4	90.0	91.4	93.8	96.0	96.5	101.0	103
70	101.6	103.2	105.0	106.7	109.5	112.0	114.9	117.9	121
80 90	116.2	117.9	120.0	121.9	125.1	128.0	131.4	134.7	138
90	130.7	132.7	135.0	137.2	140.8	144.0	147.8	151.6	155
100	145.2	147.4	150.0	152.4	156.4	160.0	164.2	168,4	173

737.8 738.1 782.6 809.9 841.4 875.0 911.4 949.2 999.8 843.2 864.4 864.4 925.0 961.6 1000.0 1041.6 1084.8 1131.2 948.6 974.7 1006.2 1041.3 1081.8 1125.0 1171.8 1220.4 1272.6 1054.0 1083.0 1181.0 1157.0 1220.2 1230.0 1302.0 1358.0 1444.0 Figure 5; true length of hip and valleys determined Figure 6

TECHNICAL GUIDE
for Builders and Craftsmen





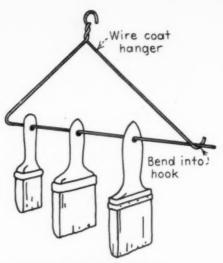
How to Build a Concrete Septic Tank

In SECTIONS of the country where there are no sewer installations available septic tanks are used extensively. A three cell concrete septic tank takes care of most of the normal requirements. Each cell measures 30 inches square by 30 inches high. The floor, sides and divisions of the tank are built up with forms and poured in the normal manner. The top slab is poured with manholes provided in the slab for each cell using a deadfall type of form.

In order to remove forms for top slab, after top slab has set, the following method is employed: Two 2x4-inch props are placed diagonally in each end of each cell as indicated in drawing. Horizontal 2x4's are placed over the diagonals; 1x6-inch planking is then placed on top of the horizontal 2x4's. These are placed so that one-half inch clearance occurs between ends of planking and the inside face of the concrete walls. None of these members are nailed. They are all placed over each other so that they can collapse when the wires that are attached to the bottom of the diagonal 2x4's and extended up through the manholes are pulled tight. This is done after the top concrete slab has set.

The manhole forms that are placed in the top slab in the center of each cell measure about 14x16 inches. The ends of manhole forms are straight but the sides are sloped as indicated in drawing.

The top slab is poured with manhole forms in place. When the concrete has set the four wires in each cell are pulled up and the 2x4 diagonal props collapse and are pulled up through the manhole. The rest of the forms fall to the bottom of the septic tank and remain there. The manhole form is easily knocked loose with a few taps of the hammer. Another form is built for the concrete cover of the manholes which will conform to the shape of the opening. A bent piece of reinforcing rod is placed in the center of the cover to be used as a handle. When the concrete sets, the rod drops into the manhole. The sloping sides prevent it from falling into the cell. Before pouring the top slab the top of planking is covered with building paper.—W. L. Dodds, Star City, Arkansas.



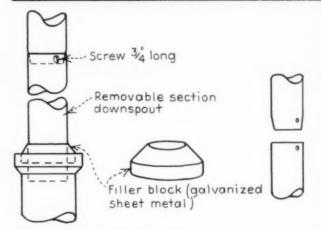
How to Store Paint Brushes

A SIMPLE and effective manner of drying and storing paint brushes is indicated in this suggestion.

An ordinary wire coat hanger is used for this purpose.

An ordinary wire coat hanger is used for this purpose. One end of the wire is clipped. The bottom of the diagonal member is bent into a hook for the horizontal member to rest upon after brushes are hung in place as indicated in drawing.—Einar L. Danielson, Chicago, Ill.

HOW TO DO IT . HOW TO DO IT . HOW



How to Make a Removable Section for Downspout

THE DRAIN tiles which carry away the water from the downspouts often become clogged and need cleaning. In most cases they are not easily removed without damage to the spout or tile, as they are cemented-in at the bottom and the spout is soldered at the joints.

The repair job can be made much simpler if a section of the downspout is made removable with a filler block of galvanized sheet metal to serve as a connection between the tile and downspout.

The outer part of the filler block is made a trifle smaller than the opening at the top of the tile so that it will fit into tile easily. The inner face of the top of filler block is made large enough so that when downspout is inserted into filler block it can be easily moved. The seam or joint between filler block and tile is soldered.

The upper portion of the removable section of downspout is hollowed out for a distance of one-half inch to receive the splayed end of the fixed downspout above. These two members are held together with a three-quarter inch long screw.—Arthur N. Nelson, Kansas City, Mo. Amer

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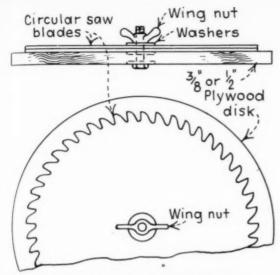
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How to Store Circular Saw Blades

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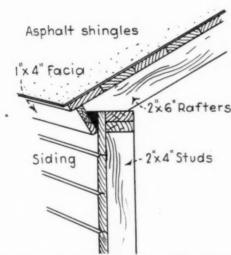
ve.

THIS suggestion is found to be very helpful in carrying and storing circular saw blades.

A 3/8 or 1/2 inch thick plywood disk, of a size somewhat larger than the blade, is used as a base on which to place saw blades. Drill a 1/2 inch diameter hole in center of plywood to receive a 3/8 inch diameter carriage bolt.

After saw blades are placed on wood disk, they are secured in position by wing nut on opposite end of carriage bolt. To make both sides of plywood disk available for storage of blades the washers for bolt are countersunk into disk.—G. Pearman Fulton, Milton, Mass.

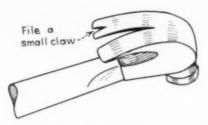
TO DO IT . HOM TO DO IT . HOM TO DO IT



How to Construct Economical Cornice

ECONOMY of construction in the minimum house is the byword for the year 1949. Simplification of some of the standard units of the house is necessary to reduce costs

The suggestion offered here follows this principle. Mouldings at the eaves are eliminated and in their place a 1x4-inch member is placed under the projecting portion of the roof sheathing at a right angle to the slope of the roof. No blocking is required as roof rafters extend to the back face of the 1x4-inch finished piece.—Batsell Moore, Waco, Texas.

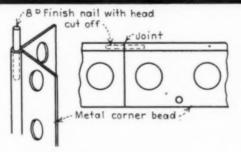


How to Get Extra Service from Hammer

EXTRA service and greater efficiency is obtained from the use of a hammer by making slight alterations to one of the claws.

A small claw is filed out of the left claw of the hammer. This is a big help when pulling out nails in hard to reach places. It it also useful in pulling out small nails and tacks.—Bernie L. Stokes, Wheatridge, Colo.

HOW TO DO IT . HOW TO DO IT . HOW

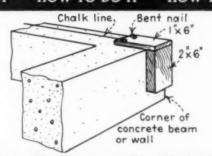


How to Use Short Lengths of Corner Beads

WHEN installing corner beads in cased openings or in the edge of a room projection where the average height is approximately seven or eight feet, a waste of two to three feet occurs when using standard ten foot lengths.

The method suggested anticipates the use of these waste lengths by inserting an eight penny nail in the end of each piece of corner bead after cutting off the head of the nail. By using this method the corner bead will be held true and straight and will appear like a continuous member. The short lengths also can be used in the formation of arches through this method.—William H. Williams, Palmyra, Wis.

TO DO IT . HOW TO DO IT . HOW TO DO I



How to Simplify Construction Methods

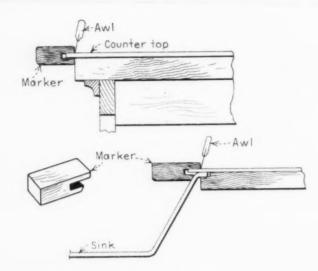
A ONE man method for striking a line on a concrete beam or wall is shown in drawing above.

Securely nail a 1x6-inch wood member approximately ten inches long to the edge of a 2x6-inch block forming an L. The 2x6-inch block should be long enough so that its weight will hold the cord steady.

Two nails are then driven into the far side of the 1x6 piece and bent. Cord is secured to nails in this manner. With a similar device on opposite end of wall or beam one man can easily strike a line.—Batsell Moore, Waco, Texas.

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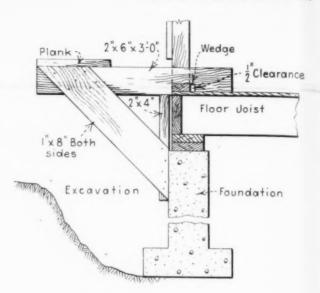


How to Make a Marker for Use When Installing Counter Tops

TWO types of homemade markers are illustrated above for use when installing Masonite or other type of covering on kitchen counters and counters adjoining sink. These markers are made of scrap material 13/16 inch thick.

When installing the counter top, the material is cut about one-half inch oversize and then scribed with the marker. An awl is used to mark the surface material at point of contact with marker.

The lower part of the marker for the sink is rounded where it comes in contact with the vertical surface of sink. This permits a perfect cut of the counter top. The bottom part of the marker that is used for the normal counter top is the same as the top part.—J. L. Carroll, Paris, Texas.



How to Make a Scaffold for Use in First Floor Framing

N NEW construction where an excavation is made for a foundation, it is necessary to use forms for walls. A wide trench is then left around the outside perimeter of the house until such time as the walls are cured when backfill can be put in place. Until the backfill is placed it becomes difficult to carry on the exterior frame construction work above the first floor line. This condition can be overcome quickly and easily by placing a series of simple scaffold brackets, approximately five feet, on centers against the outside wall and level with the first floor line. This bracket is to be notched over the floor plate to maintain rigidity as indicated in the drawing. A 2x12-inch plank for walking is laid loosely on top of the brackets.

Scaffold is particularly useful when installing corner braces and either wood or fibre sheathing. The bottom pieces of sheathing are left off until the brackets are removed, and area filled in.—Robert Weber, Utica, N.Y.

HOW TO DO IT . HOM TO DO IT . HOM TO DO IT . HOW TO DO IT

Formal Treatment for Front or Side Entrance By R. J. Alexander

WARM colored stone, old brick, flagstone and fine detailing of the wood motif combine to make this entrance an interesting study in texture, line and color. The manner in which these elements are used determines the success of the completed design.

The entrance feature in this case is especially pleasing because of its simple, straightforward approach. Its lines are clean-cut and the details sharp and delicate. The blinds on either side are optional. The entrance would be complete in itself without them, yet the application of the blinds add a bold note of color and additional width to place the entrance in proper scale with the large stones of the wall surface.

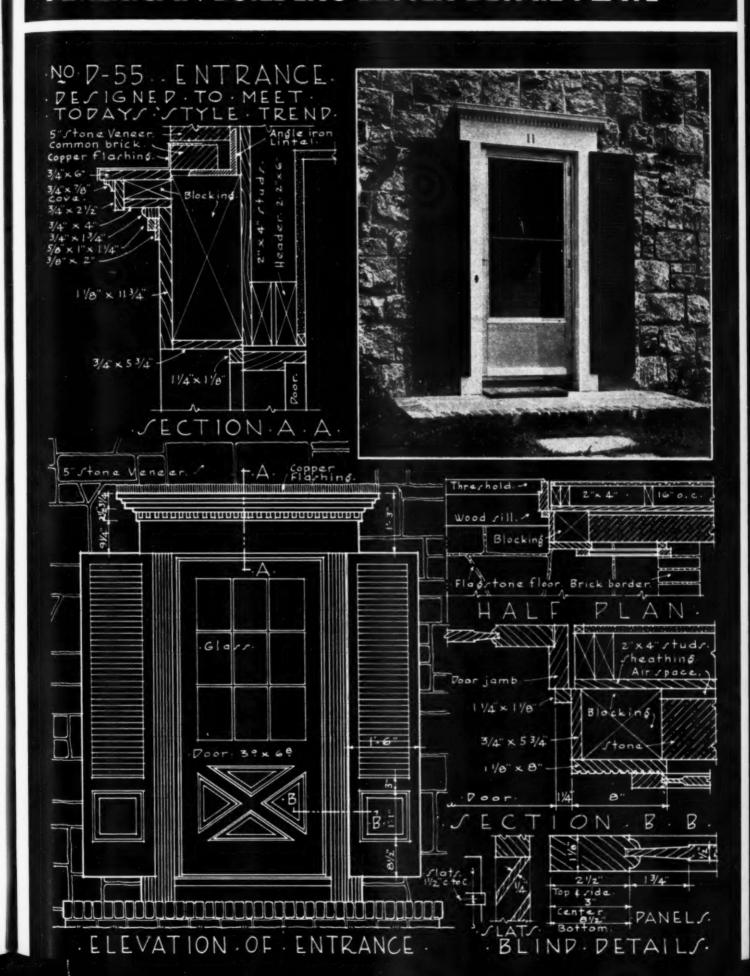
In attempting to reproduce this design, the builder should be careful of the proportions, keeping the various members such as pilasters, blinds, mouldings and dentils in proper scale. A simple change that would tend to lighten the upper portion of the entablature could be carried out by raising the position of the cove mould. The back face of the mould would then butt against the end of the 3/4 x6-inch top member.

For an interesting composition the stone work of the adjoining walls should contain warm shades of tan, blue and gray, with special attention given to face texture and joints. Similar shadings should be selected for the flagstone stoop and walk. The brick for the stoop border could be reclaimed paving brick with rounded corners and edges, or hard common brick. In either event a deep reddish color would be suitable.

To be effective, the entrance should be constructed of first class materials. The flashings should be of copper, and all places where wood adjoins the stone surface of wall, the joint should be carefully caulked to prevent moisture from getting in back of the wood and causing decay.

Concrete footings for the stoop should be of ample size and carried well below frost line to insure against settling.

AMERICAN BUILDER'S BETTER DETAIL PLATE



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NEW PRODUCTS Offered by Manufacturers

SINK AND COUNTER TOPS AB6942

Sherburne sink and counter tops, customfitted to individual kitchens, are available with plastic or linoleum surfaces, trimmed with stainless steel. Trim corners are ma-



chine-notched and bent, insuring exacting neatness. Trim joints around sink are soldered. Dimensions conform to accepted standards set up by Sink & Countertop Manufacturers Institute. Technical Appliance Corp., Sherburne, N. Y.

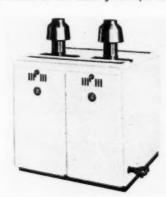
AB6909

OIL-BASE PAINT

New oil base paint is designed for use without an undercoat or primer, and is effective on ceilings, walls and woodwork of any room in the home. One coat forms long-wearing, washable finish. Leading a new line of all-purpose, single coat interior paint in flat gloss and semi-gloss paint manufactured by the firm, this paint is offered in ten harmonizing colors in light tones. The Eagle-Picher Co., Cincinnati I, Ohio.

WINTER AIR CONDITIONERS AB6905

Richmond twin unit winter air conditioners, GHA 22, 23 and 24 have B.T.U. output of 180,000, 230,000 and 280,000 respectively, and consist of two heating units paired up



in one "Whiter-white" steel jacket, 42 inches high. Each twin unit is run by one set of controls. Richmond Radiator Co., 19 East 47th St., New York 17, N.Y.

SIDING ATTACHMENT SYSTEM

A86924

"Shadow-Lock" attachment system permits direct application of asbestos cement siding over gypsum sheathing. Shingle courses are joined by aluminum channels, with individual aluminum angles closing corners. Horizontal members used in system are eight feet long. Top leg fits over the head

of the course, and butt edge of succeeding course is secured in the upturn structure of bottom leg. Corner junctures of courses are closed by 11½ inch long corner angles. U.S. Gypsum Co., Dept. 122, 300 W. Adams St., Chicago 6, III.

WEATHER STRIPPING

A86908

Twin-Cushion weather strip, easy to install, slides into place without special equipment. Weather strip is solid unit side jamb cover



that can be used with any type sash balance. Allows warped sashes to slide freely and easily with weather tight protection. Can be used on either rabbeted or unrabbeted jambs. Department AB, Macklanburg-Duncan Co., Oklahoma City, Okla.

MARBLE FACED BLOCK

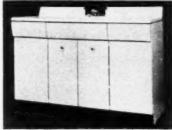
AB6935

Knighton Process marble faced blocks are available in white and a variety of other colors. Marble face is integral part of block formed, eliminating condensation behind facing which might freeze in cold weather. Unlimited application in design and architecture. May build interior and exterior wall in one masonry operation with a different color on either side. Knighton Process Marble Face Block Licensing Corpof New York, 1886 Broadway, New York 19, N. Y.

CABINET-SINK UNITS

AB6941

Two cabinet-sink models added to firm's line are ES-4200, a 42-inch cabinet-sink, and Model ES-5400, a 54-inch unit. In

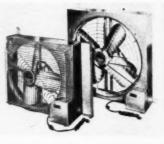


smaller unit, drainboard is available either right or left. Model ES-5400 unit has single bowl, two drainboards, two drawers. American Central Div., AVCO Manufacturing Corp., Connersville, Ind.

WINDOW FAN

AB6917

Medium sized homes, apartments and offices are especially recommended for Lau "Niteair" fan. Models come with 24-inch and 30-inch blades. The 24-inch fan is



31 inches long, 26½ inches high, 6 inches deep, and has air delivery of 3,783 cubic feet per minute. The 30-inch model moves 5,745 cubic feet of air per minute. On-off switch is fitted in cord. Lau Blower Co., Dayton 7, Ohio.

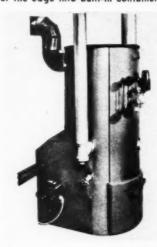
WOOD BORER

AB6925

The Kett "Tall Reach" wood borer requires less than an eight inch clearance; extension provides a reach ten feet from floor. Can be equipped with chuck to take standard drills for holes in steel; and with carbide bits, for holes in concrete. For wood boring, 11/16, 12/16 and 16/16 inch bits are used. Expansion bits have range from ½ to 2¾ inches. Also takes standard ½ inch shank machine bits with ¾ inch flat. Total weight with ten foot extension is about 15 pounds. Kett Tool Co., 5 E. Third St., Cincinnati 2, Ohio.

AUTOMATIC BOILER-BURNER AB6906

"Fire Chief" boiler-burner unit using anthracite coal has small-sized stoker which feeds even layer of coal across flat, rectangular, perforated plate and drops ashes over the edge into built-in container. Feed



is characterized by a feed-deflector and a "free-floating" worm with flights of varying diameter. C-1 unit develops 80,000 B.T.U. capacity, while C-2 develops 130,000 B.T.U. Coal-O-Matic Co., Trucksville, Pa.

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AB6936

Line of Adams-Rite standard locks are designed for narrow stile doors for commercial and industrial use, and for residential sliding doors and panels. Cylinder Deadlock series has extra narrow backset of 13/16-inches for use on glass door stiles as narrow as 15% inches. Locks in this series take any standard cylinders, and may



be master-keyed to individual job. Sizes range from 13/16-inch backset, 1% inches deep to 1%-inch backset, 2% inches deep. Also available with a %-inch diameter pin tumbler cylinder with 15/16-inch backset. Armored bolt has %-inch throw. Three styles of faces in both bronze and aluminum are interchangeable. Adams-Rite Manufacturing Co., 540 W. Chevy Chase Dr., Glendale 4, Calif.

POWER HAND SAW

AB6910

Three sizes of portable electric circular "Hi-Speed Saws" have Helical gears, blades available for cutting through nails, copper, brass, bronze, lead, tile, glass, brick, clay products, concrete, marble, flagstone, asbestos, and cement products as



well as wood. Depth of cut is easily adjusted from zero cut to full capacity. Angle of cut adjustable from 35 to 90 degrees. Blade sizes are 7½, 8¼ and 9½ inches for models 944, 964 and 974 respectively. Weights are 17, 19½ and 24½ pounds. Motor operates on 110 volts, AC or DC. Chicago Pneumatic Tool Co., 6 East 44th St., New York 17, N.Y.

RESIN-IMPREGNATED HARDBOARD

Chapco Board, a resin-impregnated hardboard, is available to contractors east of



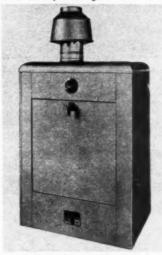
the Rockies. Suitable for use as dry-wall, flooring, sheathing, paneling, cabinet work, and wherever plywood, wallboards, or other hardboards are used. "Light wheat"

color may be used without finishing. May be sawed, planed, routed, drilled, nailed or glued. Available in 4 x 8-inch panels of 1/4 and 3/16-inch thicknesses. Chapman Manufacturing Co., Corvallis, Ore.

WATER BOILER

AB6915

Gas-fired hot water boiler, designed for efficient heating of small dwelling units, operates on any type of natural, manufactured or liquefied gas. Unit is three



feet high, two feet wide and 18 inches deep. Boiler is suitable for radiant heating, or operates with other systems. Input rating from 70,000 to 100,000 B.T.U. A.G.A. approved for installation on combustible flooring. Burkay Div., A. O. Smith Corp., Milwaukee, Wis.

STAINLESS STEEL WINDOWS AB6940

Stainless steel combination storm window, "Steel Age" incorporates rustless screen inserts which are quickly and easily inter-



changed with glass inserts in summer. Window offers resistance to rusting, corrosion and discoloration, and is designed to stand up indefinitely under corrosive salt air. Corry-Jamestown Manufacturing Corp., Corry, Pa.

PIPE BENDER

AB6927

The Tal 4-inch hydraulic pipe bender handles regular and extra heavy pipe, or rigid



conduit from 3/8-inch to 4 inches. Equipped with semi-circular bending formers and indicator showing degree of bend. Machine is mounted on casters. Tal Bender, Inc., Milwaukee, Wis.

ROOM REGISTER

AR4932

Individual room temperature control for forced warm-air heating systems has a dial which can be set for any temperature between 60 and 80 degrees. Register provides each room with separate thermostatic control. Keeps room at set temperature by admitting or blocking warm



air from furnace. In operation of thermostat, mixture in base swells under heatforcing plunger. As unit cools, plunger recedes and register opens. The Dole Valve Co., 1933 Carroll Ave., Chicago 12, III.

BOILER-BURNER

AR4915

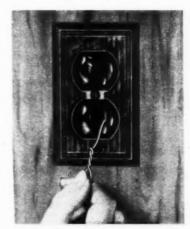
The Delta oil-fired boiler burner unit is manufactured in five sizes for steam or hot water. Net ratings for steam are from 400



to 1100 square feet and for water, 640 to 1,760. Equipped with copper tankless coil which requires no separate hot water storage tank. Delta Heating Corp., 85-07 Northern Blvd., Jackson Heights, N.Y.

SAFETY RECEPTACLE

SP-49 safety receptacle operates in conventional manner, yet makes contact only when standard or polarized caps are inserted. Heart of receptacle consists of four insulated rollers, two of which have to



be engaged simultaneously in order to energize the unit. Rollers are located within unit in a manner to prevent activation with metal objects other than standard cap. Approved by Underwriters' Laboratories, Inc. Harvey Hubbell, Inc., Bridgeport. (Continued from page 135)

BRACKETS FOR WOOD GUTTERS

Unico aluminum brackets support wooden gutters and allow space for overflow between the gutter and the house. The



brackets, built of strong aluminum channels permanently riveted together, are attached with screws and spaced five to six feet apart. Gutters when installed will support weight of a man. Unico, Huntington, L.I., N.Y.

ROOF TRUSS

AB6929

"Power-glued" roof truss is designed particularly for open installation in churches, schools, gymnasiums, etc. "Power glue" process features controlled temperatures and uniform pressure during setting period, makes for rigid cohesion of laminated plies. American Roof Truss Co., 6856 Stony Island Ave., Chicago 49, III.

ROTARY SCREEN LOADER AB6937

Automatic rotary screen loader, operated by one man, separates sand and gravel as it digs and loads into trucks. Consists of Nelson rotary screen mounted on self-



powered Nelson Model Q-10 heavy duty bucket loader. Rotary screen constructed of steel plate channel framing and abrasion resisting wire mesh screen. Screening capacity of dry mixtures: from one to two cubic yards per minute, depending on size of openings and mixture of material. N. P. Nelson Iron Works, Clifton, N.J.

SAWHORSE BRACKETS AB692

Brackets bolt to 2 x 6 cross member and permit set-up of horse by insertion of legs in brackets. Added rigidity obtained by pinning legs to brackets. Height of horse regulated by changing of legs. Franklin Equipment Co., Monticello, lowa.

STAINLESS STEEL SINK TOPS

AB6911

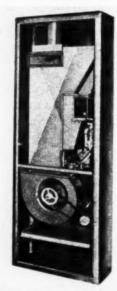
Sink tops of stainless steel have seamless construction and positive pitched drain-boards. No seams or joints visible at juncture of bowl and drainboard. Each drainboard has 15 ribs for reinforcing. Splash-back is 4 inches high, and front to back



measurement of unit is 25 inches. Sinkhole is 3½ inches. Bowls are sound deadened. Available in single and double bowl units. Bowl sizes range from 15 x 17¾ inches to 16 x 20 inches, 7 inches deep. Hercules Food Service Equipment, Inc., 1075 Metropolitan Ave., Brooklyn 6, N.Y.

COMPACT GAS-FIRED FURNACE

Model GHF 62-5 gas-fired furnace is only 121/4 inches deep, 32 inches wide and 88 inches high, and has input capacity of 62,-500 B.T.U.'s. Occupies less than three square feet of floor space. May be installed as a forced-air space heater, or



ducts can be easily connected to built-in plenum chamber for use as blower driven furnace. Fully approved by A.G.A. for natural, manufactured and L. P. gases. Norge Heat Div., Borg-Warner Corp., 672 E. Woodbridge, Detroit 26, Mich.

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AB6906	AB6913	AB6920	AB6927	AB6934	AB6942
AB6907	AB6914	AB6921	AB6928	AB6935	AB6943
				AB6936	AB6944

When you address inquiries direct to manufacturers concerning a new product described here, please mention that you saw it described in American Builder.

INSULATING SIDING

AB6922

Ameri

New lap shingle design product is manufactured on a core of Graylite insulation board; panels are 14 inches long. Edges of panels are shiplapped. Aluminum cor-



ners can be mounted during application of siding or on completion of job. Corners are painted to match color blend of siding. Colors are Charleston white, slate grey, woodland brown and russet. Insulite Div., Minnesota and Ontario Paper Co., 500 Baker Arcade Bldg., Minneapolis 2, Minn.

RUBBER ROLLER SPRING CATCH AB6921

The Amerock roller spring catch is supplied with two strikes and necessary screws for attachment to any type of cabinet door. In operation, the rubber roller moves to a stop against the strike, eliminating noise by preventing door from striking frame. American Cabinet Hardware Corp., 416 S. Main St., Rockford, Ill.

TILE CUTTING MACHINE

AB6903

Di-Met tile cutting machine, Model 68, is designed for portability. The 1/3 HP drip-proof motor, cutting head and frame are bolted into one compact unit which may be transported by handle provided.

Assembly hooks over edge of galvanized



tub which serves for both preliminary soaking of the tile and as a coolant container. Includes detachable aluminum rolling table and built-in coolant pump, equipped with neoprene impeller which circulates coolant to diamond blade at all times. Furnished with 8-inch Kimberley metal bonded diamond wheel with provisions for 6-inch wheel if desired. Felker Manufacturing Co., Torrance, Calif.

BRICKLAYERS RULE

AB6907

The

Six foot folding bricklayer's spacing rule indicates how many bricks and how much mortar to use. Flexible chemically bonded white background finish, with jet black legible figures and graduations that stand out in relief. Numerals and graduations incased in baked transparent coating, resistant to acid, perspiration, grease, oils or stains. Easy to clean. Rustproof. Goldblatt Tool Co., 1522 Walnut St., Kansas City 8, Mo.

(Continued on page 146)



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BOOK REVIEW

AMERICA'S BEST SMALL HOMES, edited by William J. Hennessey. 196 pages, illustrated; 9 inches by 11% inches. Viking press. \$3.95.

Attractive photographs combined with a sound, easy-to-read text makes this handsome picture-plan book a valuable addition to the builder's bookshelf. Forty new architect-designed houses built in various parts of the country at prices ranging from \$6,000 to \$15,000 have been selected for their good looks, convenience of operation, quality of construction, as well as for the fact that they all contribute to healthy modern family living. The value of the book to American Builder readers is in its presentation of practical ideas on budget house design, which can readily be adapted to the climate and topography of any locality.

The editor of the volume has wisely included examples of today's most popular architectural styles together with floor plans and exterior and interior photographs aimed to satisfy both traditional and contemporary tastes. He has also gone to some pains to list specifications (with trade names in most cases) for all the houses described. It is obvious that in claiming these 40 homes to be the best in America, Mr. Hennessey is overstating his case; however there is no denying that a fine selection of moderate priced homes has been made. This is therefore a plan book a cut or two above the average that members of the building trade interested in house design can buy and read with profit.

FAMILY HOUSING, by Deane G. Carter and Keith H. Hencheliff. 265 pages, 160 illustrations. 55% inches by 85% inches. John Wiley & Sons. \$4.00.

This illustrated handbook on how to plan a functional, good-looking home contains a number of ideas that can guide a builder in constructing a house that will meet with a minimum of customer resistance. Since it is a book that tells the buyer what to look for in the way of exterior style and room and utility arrangement in new and old houses, it assists the builder in meeting special customer demands. For example, in the chapter on general house planning problems, the authors estimate the housing requirements for a family of a particular size, then discuss the number of rooms needed, the comparative advantages of various building heights, as well as such supplementary features as the basement, chimney and fireplace location, doors and doorways, and the most suitable types of windows. Other chapters of builder interest deal with kitchen and workroom layouts, living and sleeping area arrangements, plans for remodeling, farmhouses, and cost and ma-

It must be admitted that since this is a fairly elementary study, the authors tend to oversimplify the subject of home planning, at least as far as the builder is concerned. Even so, the book has value owing to its emphasis on practicality as well as to the fact that it pays more than passing attention to the necessity of keeping prices to a minimum. Nontechnical language together with well-chosen photographs and drawings also help to make this a useful supplementary volume for the home builder seeking to align himself with the customer's special points of view.

HOME BUILDERS MANUAL. 2nd edition. 270 pages, 150 illustrations, 934 inches by 1032 inches. 3-ring Fabrikoid binder, Simmons Boardman Publishing Corp. \$5.00.

This Manual is designed to provide a general idea of the special features of homes designed for modern living. It contains complete sets of open specifications, material lists and property records. The loose-leaf binder permits the addition of material of special interest to the builder. Included is *American Builder's* "Blueprint Plans" book offering a choice selection of homes.

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Catalogs and HOW-TO-DO-IT INFORMATION

572—POWER TOOLS—Descriptions of Speedmatic tools and illustrations of the use of each type are included in Catalog No. 678 of the Porter-Cable Machine Co., Syracuse 8, N.Y. Complete information is given on specifications and performance features of the tools and accessories.

573—WIRE MESH STUCCO REINFORCEMENT
—A booklet published by the Keystone Steel and Wire
Co., Peoria 7, Ill., gives specifications for the reinforcement of stucco and overcoating with Keymesh steel
woven-wire netting. A number of illustrations supplement data about installation of the fabric and the application of overcoating to it.

574—LIGHTING EQUIPMENT—A number of new lighting fixtures are included in a pocket-size catalog recently published by the Edwin F. Guth Co., 2615 Washington Ave., St. Louis, Mo. The catalog, 46-A, contains details about the complete Guth line.

575—ELECTRIC PUMPS AND WATER SYSTEMS—Catalog 48 issued by the Duro Co., Dayton 1, Ohio, contains complete information about the firm's line of pumps, water systems, water softeners and other water conditioning equipment. The factors in selecting water equipment are also discussed.

576—STANDARD BUILDINGS—The recommended uses, construction features, and specifications of standard buildings manufactured by the Luria Engineering Corp., 500 Fifth Ave., New York 18, N.Y., are described in an illustrated booklet issued by the corporation.

577—"MODERN CABINET HARDWARE"—is the title of a booklet issued by the National Lock Co., Rockford, Ill. The booklet describes and illustrates the company's line of packaged, chrome-plated kitchen cabinet hardware and other hardware products.

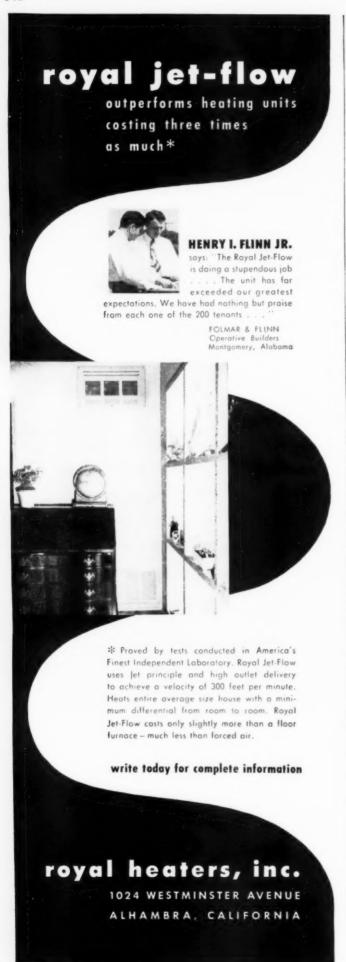
578—BUILDING SUPPLIES—Descriptions and specifications of building equipment, including roof trusses, screens, windows, doors, fireplaces and other supplies, are given in a new catalog by Israel Bros., 1939 E. First St., Dayton, Ohio.

579—LOCKS—In a booklet called "Preview," the Best International Lock Co., Indianapolis, Ind., explains and illustrates the features of its line of locks. Included is a discussion of the factors involved in planning a master key system.

580—LIGHTING FIXTURES—A complete listing of the fixtures manufactured by Daybright Lighting, Inc., 5411 Bulwer Ave., St. Louis 7, Mo., is made in a recently compiled catalog. Specifications and illustrations are given, and the major sections of the publication are indexed.

581—GYPSUM WALLBOARD—"The Amazing Sheetrock Story" is the title of a new 40-page book, published by the U.S. Gypsum Co., 300 W. Adams St., Chicago 6, Ill. The book, which contains 153 illustrations, describes dry wall construction in individual homes, apartments and community building projects. It also contains information on new structural techniques, decorating, and remodeling.

(Continued on page 142)



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THE POWDER ROOM PEOPLE WANT

WITH A CASE CAMEL WATER-SAVER. This is an expertly engineered, free-standing combination with an efficient and quiet flushing action that uses far less water than ordinary closets. Owners praise its continuing economy wherever water meters are in use.

AND A CASE LAVATORY, famous for clean styling and fine construction. The Aqua-Chrome has the popular square basin with anti-splash rim and overflow drain. The Willard (above) is a brand new Case design with supply fittings on a beveled panel. Concealed front overflow, adjustable legs. With or without towel bars.



Powder rooms have a glamor for the home-seeker and home-owner that over-balances by far the few square feet they occupy. They deserve your most serious consideration not only in the better class of homes but in more modest ones too, for they add to the entire house a convenience and privacy obtainable in no other way. By making sure of Case plumbing fixtures you make sure of advanced design and engineering. Here is the bright, lustrous finish associated for generations with Case vitreous china. Also

satisfying design, for Case fixtures are styled to remain in the best of taste throughout the life of their mechanical parts. These fixtures are economical to install,

adaptable for unusual layouts. Consult the Classified Telephone Directory for the name of your

Case Distributor, W. A. Case & Son Mfg. Co., Buffalo 3, N. Y. Founded 1853.

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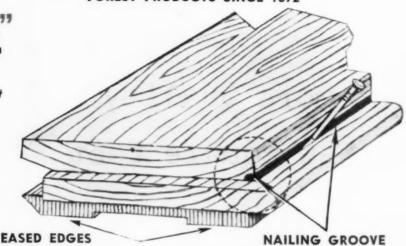
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Behind The Mills-The Connor Timber Stands

Catalogs

(Continued from page 140)

582—WIRING DEVICES—Catalog No. 49, published by Pass and Seymour, Inc., Syracuse 9, N.Y., contains a completely indexed listing of the firm's line of devices, switches, convenience outlets, sockets, etc. Catalog copy is closely related to accompanying illustrations.

583—AUTOMATIC ELECTRIC WATER HEAT-ING—is the title of a booklet published by the General Electric Co., Bridgeport, Conn., which gives complete details about electric water heating, describes the company's heaters, including their operation, installation and other information.

SERVICE COUPON-CLIP and MAIL to CHICAGO

Readers Service Department American Builder (June, 1949)

79 W. Monroe St., Chicago 3, Ill.

Please send me additional information on the following product items, or the catalogs, listed in this department:

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OCCUPATION*

*Please note that occupation must be stated if full service is to be given.

584—ELECTRICAL APPLIANCES—This booklet, "Everything Electrical for the Modern Home," a publication of the General Electric Co., Bridgeport 2, Conn., has specifications and drawings of a number of appliances and is designed to assist individuals in electrical home planning.

585—ELECTRIC PRODUCTS—Complete details about the "Victron" line, including general features and installation information, are given in this catalog published by Victor Electric Products, Inc., 2950 Robertson Ave., Cincinnati 9, Ohio. Included are a number of models and types of fans, heaters, and ironers.

586—WOOD FIBRE CARVINGS—This booklet, published by the Decorators Supply Corp., 2601 S. Peoria St., Chicago 8, Ill., illustrates a large number of carving's especially designed for mantels, cabinets and architectural trim. Carvings are reproductions of hand carved patterns.

587—"YOUR PORCH"—a booklet issued by the Raymond Porch Shade Co., Janesville, Wis., as a guide for porch enjoyment, gives non-technical information on adding porches, improvement of old porches, furnishings, and uses for porch shades.

588—STOCK RAILINGS CATALOG—Specifications and illustrations of a line of stock hand-wrought iron stoop, porch and balcony railings are included in a new catalog issued by The R. G. Coffman Co., Inc., Orlando, Fla. Other hand-wrought iron products covered include porch and balcony posts, valances, unframed wrought iron panels, canopy brackets, a foundation access door, screen door grilles, house signs, and chimney ornaments.

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signs,

Save money hanging doors!

WITH THE

Hinge recess cut in door and jamb at same time! (Patented feature)

Portable DOOR JIG

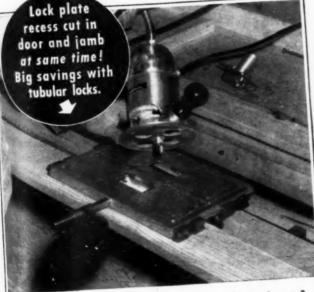
The only Device of its kind that cuts hinge recesses in door and jamb at same time!

Hinge doors on the job or in the shop with precision and speed never possible before. Hinge recesses match perfectly, costly cut and try is eliminated, installation is speeded. Handles doors up to 7 feet long, 134" thick. Can be used for hanging wood doors to metal bucks. Standard size hinge templates to 41/2". Packed in compact carrying case. Router included. Pays for itself on 175 all wood openings, 200-250 steel openings.

FOR WOOD OR METAL FRAMES



Only the Neapco Door Jig has this patented feature. Hinge recesses always match, proper depth of cut always assured. No edge splitting.



Lock & striker plate recesses always match. Costly cut & try eliminated. Tubular Drill Guide used for tubular locks.



Allentown, Pa., builder saves \$2700.00 on one job with Neapco Door Jig.

Mr. Gottlieb Schneider saved \$3 per opening hanging 900 doors on his Tremont Apts. Inc. #608 F.H.A. Rental Housing Project, Allentown, Pa.



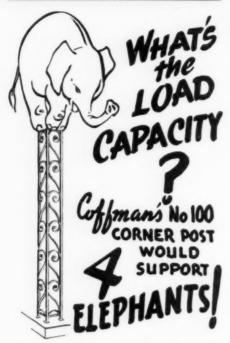
Lifting jamb into position. Door & jamb are clamped together, hinge recesses cut at



NEAPCO PRODUCTS INC., Dept.A, Pottstown, Pa., Send us without obligation, further information about the new Neapco Portable Door Jig.

Demonstrations available to prospective distributors.

NEAPCO PRODUCTS INC., POTTSTOWN, PA.



YES, a 7' 6" No. 100 Corner Post will carry 33,050 pounds . . . and that's the equivalent of four circus elephants! Other Coffman Corner Posts support loads of 25,400 to 45,150 pounds.

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You buy with assurance when you buy Coffman Porch Posts. Careful testing under professional laboratory control gives accurate load carrying statisfics; proves Coffman load carrying factors amazingly high.

HOW TO Fit a Porch Post

It's Simple with Coffman's

UNIVERSAL PORCH POST

For Building or Remodeling

One stock post, Coffman's No. 150, meets any height requirement from 6'-101/4" to 8'-0". You simply cut off legs as needed. Comes complete with fittings. This is an outstanding design suitable for building or remodeling. Look

for the traditional Coffman drawn tips" at inner ends of scrolls -the mark of true in ornamental iron.



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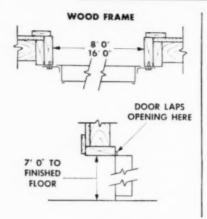


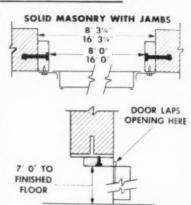


TECHNICAL GUIDE for Builders and Craftsmen

(Continued from page 132)

How to Build Garage Door Openings





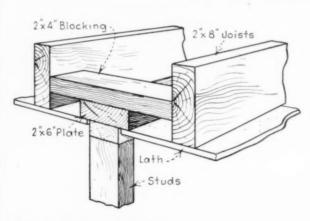
PROPER preparation of the garage door opening for all steel doors is of the first importance if doors are to be installed quickly and easily and operate satisfactorily.

Lumber for the side jambs should be of a good quality, straight, strong and securely fastened to the structure. It must be a minimum of 15% inches thick (2x4 or 2x6); one inch lumber should not be used for easing.

The dimensions of the opening, in both width and height, must be uniform for the entire opening. For example, an 8 foot or 16 foot width must measure exactly 8 feet or 16 feet at the top, middle and bottom of the opening. This is also true for the vertical dimension.

Openings should be checked with a level. If the level of the garage floor is to be higher than the drive, a slope from the inside face of the side jamb to the outside is desirable. If the opening is properly prepared according to these standards with openings square and plumb, the installation of steel doors is quick and easy.—Submitted by H. E. Heseltine, Detroit, Mich.

HOW TO DO IT HOW TO DO IT



How to Provide Nailing for **Ceiling Lath at Partitions**

THERE are often instances when a non-bearing interior partition, running in the same direction as joists

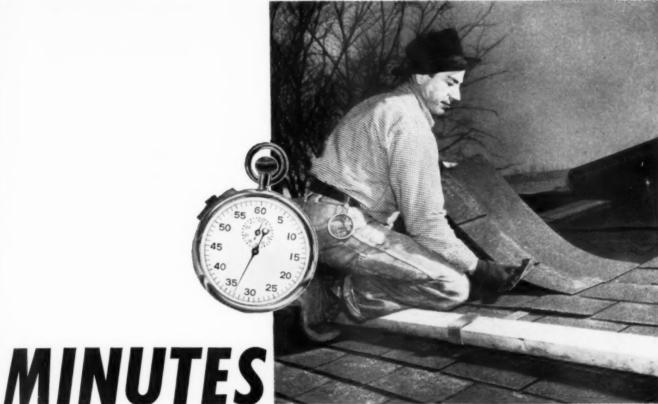
above, occurs between ceiling joists. When this condition exists there is nothing to which the ceiling lath can be secured. To overcome this condition place a 2x6 member horizontally on the center line of partition. flush with underside of ceiling joists. Provide 2x4-inch blocking between

joists to hold 2x6 plate rigid. Ceiling lath can now be securely nailed to the projecting portion of 2x6-inch plate on each side of partition.-Oscar West, Bryan, Ohio

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··· CAN MAKE A ROOF LAST YEARS LONGER!

Extra minutes, spent in carrying out every last detail of good roof application, can mean extra years of roof service and satisfaction.

Make those extra minutes a part of every roof job you do. Figure them into your costs. They'll pay off for the owner. They'll pay off for you. Spend them in making sure of a tight roof deck, in sealing all flashing joints, in aligning shingles, in nailing shingle strips with six

nails of proper length properly placed, in cementing tabs where extra wind resistance is needed.

Those extra minutes will pay off in a better roof. And a better roof means dollars to you in two ways: it means fewer call-backs, less trouble-shooting; it means extra roof jobs pre-sold.

Remember, your competitors may use as good materials as you. But, can they build as good a roof?

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GOOD ROOF
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NEW PRODUCTS

(Continued from page 136)

DOOR CLOSING DEVICE AB6919

Win-Dor Snugger closes doors on cabinets, cupboards, or closets. A housekeeper, attached to inside of door, is actuated by a steel spring. When the door is open the



Snugger "finger" is extended from housing one half inch, ready to grab hook on door with one pull. Only slight pressure is needed to open door. Installation requires no mortising, and can be easily done with a screw driver. Casement Hardware Co., 406 N. Wood St., Chicago 22, Ill.

IMPROVED CONCRETE MIX AB6920

Portite, a non-toxic liquid admixture to improve concrete, acts as a controllable airentraining agent, a wetting or dispersing agent, and a promoter of cement hydration. It is used in the ratio of four ounces of Portite per bag of cement. Hopper Products, Inc., 12 E. 41st St., New York.

METAL WEATHER STRIP RAIL AB6944

One piece metal weather strip rail that can be easily cut to fit any window casing. Both top and bottom sash slide in preformed channels of compression rail, which is of one piece construction and serves



both sash. Parting stop is part of the vertical rail. Pressure for holding the sash in desired position is obtained by two continuous rubber strips, functioning as springs, placed on back of vertical rail opposite stiles of sash. Named "Seal-Rite," this weather strip provides draft-tight windows. Seal-Rite Manufacturing Co., 600 Michigan Building, Detroit 26, Mich.

JOINT SEALING STRIPS AB6913

Pre-molded Para-Plastic rubberized asphalt sealing strips provide watertight sealing of vertical and overhead concrete joints. Para-Plastic is obtainable in three types: Para-Lateral, for sealing vertical joints or keyways; Baseal, for sealing expansion and contraction joints at the subgrade, and Para-Plastic coated sponge rubber, a compression joint seal for use in more difficult applications. Servicised Products Corp., 6053 W. 65th St., Chicago, Ill.

(Continued on page 148)

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AB6920

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Hopper w York. AB6944 that can casing, in preil, which serves



This beautiful little church was stuccoed and plastered with Brixment — in 1924!

Today, 25 years later, the Brixment plaster and stucco are still in perfect condition.

Brixment has just as many advantages for stucco and plaster as for masonry. It works smoother and easier, has a more convenient hardening time, resists moisture and weathering. Since the great plasticity of Brixment

permits leaner mixes, it eliminates or greatly reduces hair-checking and crazing. It is mixed and applied like Portland-cement stucco except that no lime is required.

If you are one of the thousands who know and prefer Brixment for masonry, we enthusiastically recommend Brixment to you, for stucco and plaster. Ask your dealer, or write us direct, for a copy of the handbook, "Brixment for Stucco and Plaster."

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G. E.'s New Electric Heater is easily built right into wall!

For Old Houses . . . for New Houses!

Here's one of those extra, inexpensive luxury features that people look for when they're buying a house.

It's a Built-in Electric Wall Heater, manufactured by the General Electric Company—a wonderful selling feature for any house, old or new.

It was designed with the bathroom in mind, but is installed easily in any room in the house.

Complete, this heater makes any bathroom, any room look more modern. With the snap of a switch, it circulates heat throughout the room by the radiant-convection principle.

And for a very little bit extra, a remote control switch can be attached.



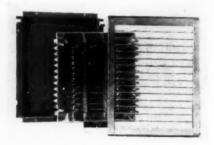
so that the heater can be turned on from the bedside or from another room.

Specifications for General Electric Built-in Wall Heater

- 1. Comes completely equipped with tumbler switch as integral part.
- 2. Beautiful Hammertone gray finish—can easily be painted another color.
- 3. Fits flush with wall-guard projects only 5% of an inch.
- 4. Highly polished corrugated-aluminum reflector that radiates heat in wide zone.
- 5. Protective grille of high-quality-steel wire—easily removed for cleaning.
- 6. Two long-life heating elements of nichrome wire—ceramic cores.
- 7. Rating-1320 watts, 115 volts, a-c/d-c, 4507 Btu.
- Size: 17)% inches high by 13)% inches wide by 4 inches deep. Wall opening, 14% by 11½ inches.
- 9. Shipping weight, 10 pounds.

Amazingly low-priced





Heater consists of only three separate pieces: a wall box, heating assembly, and guard. Easy to install—instructions attached to each heater. 

NEW PRODUCTS

(Continued from page 146)

SLANT ROOF LOUVER AB6914
Leslie slant roof louver, Model SR-20, is flanged, baffled and screened to provide



a weathertight and insect-proof unit. Auxiliary over-flashing at bottom of opening fits over the shingle ends to assure a weathertight seal. Made from heavy gauge aluminum or galvanized steel. 2943 W. Carroll Ave., Chicago 12, III.

UNDERLAYMENT BOARD AB6943

Kapco flooring underlayment board may be used over subflooring of either wood or concrete as an underlayment for linoleum, parquet, asphalt tile, rubber tile or finished wood flooring. When used as base for finished flooring, helps eliminate cold, damp floors by providing 99.96 per cent moisture and vapor barrier. Provides squeak-proofing to finished floor. Keystone Asphalt Products Co., 41 East Ohio St., Chicago, Ill.

STEEL DOOR FRAME AB69

Interior-exterior steel door frame does not require additional trim. Four corners of the mitred joints are reinforced. Has uni-



versal adjustable brass strike plate and enclosed deep dust box. Hinges are applied at factory. Frames are designed for 134 and 136 doors. Steelcraft Manufacturing Co., Rossmoyne, Ohio.

GROUND HYDRANT AB6934

Non-freezing ground hydrant is self-closing and self-locking and closes against pressure. Suitable for farm out-buildings, stock tanks, for watering lawns or for industrial plants, hydrant incorporates self-locking handle that can be locked in open position. Outlet for water is threaded for hose connection. Unnecessary to remove from ground to repair. One valve leather is used which can be replaced by unscrewing hydrant head. Fairbanks-Morse & Co., 600 S. Michigan Ave., Chicago, III.

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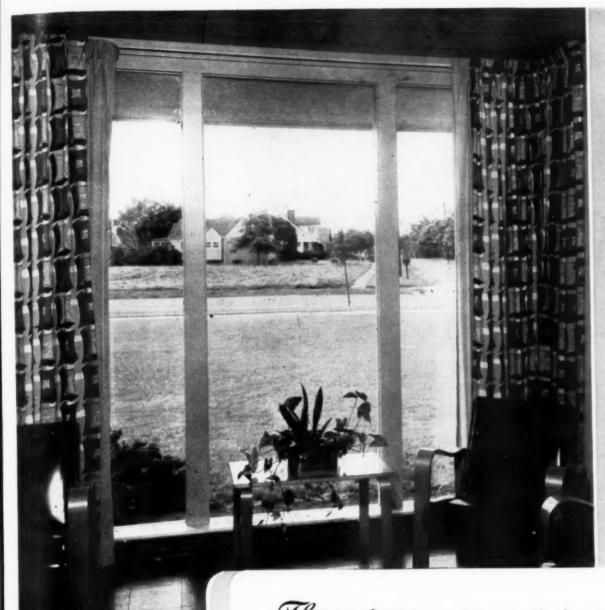
For full details, write for our *Thermopane* book and list of over 70 standard sizes.

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Buying or building . . . people want big windows in their homes. Thermopane* makes them better investments. This sealed, double-glass insulating windowpane assures greater comfort, convenience and heating economy . . . year after year.

With Thermopane, year-round window insulation is easily built in . . . to stay. No storm sash are needed. Thermopane helps keep rooms cooler in summer. And in winter, it cuts heat loss through glass, reduces downdrafts, minimizes condensation, saves fuel. Installed in fixed or opening sash, Thermopane increases value of the homes people buy or build.



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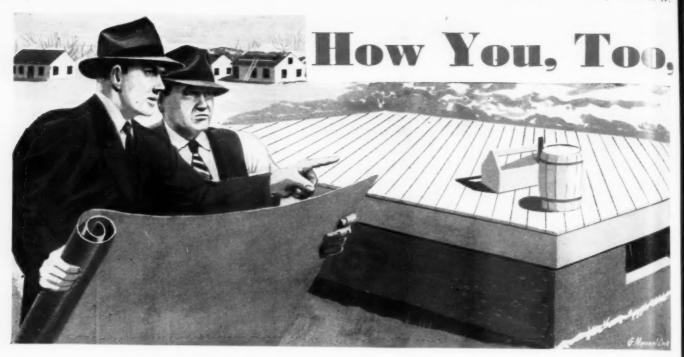
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Simplified Carpentry Estimating

By J. Douglas Wilson and Clell M. Regers
A complete and up-to-date explanation of house carpentry estimating by two experienced instructors. Short cut methods, helpful illustrations and tables, and material check list safeguard against errors and oversights. 4th Ed., 288 pages, 123 illus., 60 tables, index, 5 x 734, solid binding.



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"Tricks of the trade," practical short cuts and modern methods of doing all kinds of carpentry and building repair jobs are described and illustrated with working drawings. More than 850, compiled from American Builder's How-to-Do-It Pointers, are arranged under subjects and cross-indexed for quick reference. 3rd Ed., 211 pages, 850 illus., 8½ x 11, cloth.



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The Improved Circulating Fireplace Unit

When you build a fireplace using the FYRO-PLACE heatcirculating unit, you give owners a better-looking, betterperforming fireplace. The mason saves labor, plus the cost of damper, firebrick, etc., largely off-setting its cost.

Here are the time- and money-saving features:

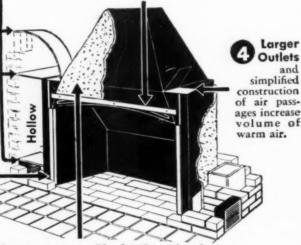
New Ductmakers save time and materials to 40 bricks) improve flow

New Flexible Metal Stop on apron prevents insulation from slipping down and showing in front.

and



Expansion Channels which eliminate the ugly joint be-tween face brick and fireplace when form, masonry dries and falls out.



New feather-light Blanket-Type Insulation is more quickly applied and doesn't fall apart to cause extra work.

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Our 32-page Book "100 Fireplace Ideas" sent you FREE on request.

FIREPLACE HEATER & NK CORPORATION

AUSTIN STREET., BUFFALO 7, N. Y.

NEW PRODUCTS

(Continued from page 148)

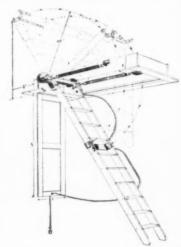
SUSPENDED HEATING UNIT AB6931 Oil-fired suspension unit measures 23x27x74 inches, weighs approximately 575 pounds, Has two stage pump, pressure type oil



burner; and centrifugal blower. Filters are incorporated in blower compartment. Motor is 1/3 HP; B.T.U. output ratings are 112,000 and 145,600. Eyebolts for suspension are installed at four points. Jackson and Church Co., Saginaw, Mich.

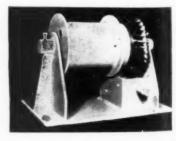
FOLDING STAIRWAY

Myer-Lee disappearing stairway can be installed where there is a 4 foot clearance above stair well and two feet at one end of well. Panel, 2 x 5 feet, is made from select wood, left unpainted so that it can



be finished in color desired. Stair hinges at about center, rotates upwardly on shaft Operates easily. fixed into the well. Locked in down position by automatic locking device. Time required to install; about 30 minutes after well is made. about 30 minutes after well is made. Foldaway Stairway Co., Inc., 813 Seaboard St., Portsmouth, Va.

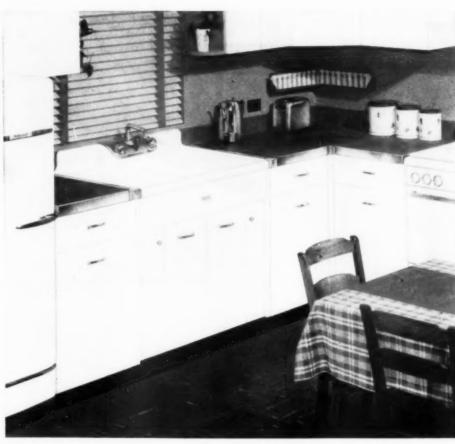
HAND OPERATED WINCH AB6902 Atlas hand operated winch, self-locking, will hold load in any position. All welded



Bronze or cast iron steel construction. worm gear with steel worm. Capacity, one ton. Can be motorized. Atlas Industrial Corp., 849 39th Street, Brooklyn 32, N.Y. (Continued on page 154)

there's always room

Grane



• Take this kitchen, for example. Small . . . compact . . . only 38 inches for the sink.

But that's room enough for Crane quality-room to give your customers the name they prefer! Room here for deep double basins, for cabinet space aplenty. For Crane Dial-ese controls, just as on the more commodious Crane sinks. And commodious is the word! Crane sinks range all the way from this 38" Kitchen Pride to the six-foot Kitchen Queen. A style for every taste, a price for every budget-and a name that helps you sell!

You'll find this same breadth of line in Crane bathrooms, too. And in home heating, Crane supplies everything required for any system ... hot water, warm air, steam . . . coal, coke, oil or gas.

See Sweet's Builders' File for selections from the Crane line-and be sure to check your plans early with your Crane Branch or Crane Wholesaler.

> MOST UNIQUE: The Crane All-Americathe only countertop with all the features of Crane cabinet sinks. Retractable bose spray . . . 4" shelf back . . . Crane Dial-ese controls.

MOST COMPACT: The Crane Kitchen Pridedouble basins in a 38" space!

MOST LUXURIOUS: The Crane Kitchen Queen, America's finest. Double basins, double drain-board—six feet of quality: Available with auto-matic dishwasher, General Electric Disposall.



CRANE CO., GENERAL OFFICES: 836 S. MICHIGAN AVE., CHICAGO 5

PLUMBING AND HEATING . ALVES . FITTINGS . PIPE

NATION-WIDE SERVICE THROUGH BRANCHES, WHOLESALERS, PLUMBING AND HEATING CONTRACTORS

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AB6901 can be learance one end at it can

3) AB6931 23×27×74 pounds type oil

AB6902 f-locking. ll welded

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Here's new, breathtaking beauty for bathrooms



New in design... New in appearance... NEW in its conception of modern accessories for bathrooms-that is Hall-Mack Crystalcrome!

Crystalcrome combines the lasting brilliance of polished chrome on solid forged brass with the added beauty of crystal that is perfectly clear, jewel-like, and easy to clean.

Whatever your designs or building requirements may be, Crystalcrome will bring new beauty to bathroom decoration. Moderately priced to cover a wide range of building needs, Crystalcrome is quickly and easily installed. It is an important new addition to the complete Hall-Mack line of bathroom accessories for every application from million-

aire's mansion to modest cottage.

Crystalcrome is available in towel bars, soap dishes, paper holders, toothbrush and tumbler holders and other accessories-in designs never before achieved in bathroom equipment. Your copy of the Crystalcrome Catalog will be mailed without obligation on request-write for it today!





HALL-MACK COMPANY

1344 WEST WASHINGTON BOULEVARD, LOS ANGELES 7, CALIFORNIA 7455 EXCHANGE AVENUE, CHICAGO 49, ILLINOIS

NEW PRODUCTS

(Continued from page 152)

ACOUSTICAL CEILING TILE

Acoustical ceiling material, boards made of glass fibers with both plain and perforated surfaces. Available in wide variety of colors which may be repainted



without affecting acoustical properties of Acts as insulating material. In-ble, light weight, it is easy to material. combustible, light weight, apply by clips nailed to the furring strips or by any accepted mechanical suspension system. Certain-teed Products Corp., Ardmore, Pa.

AUTOMATIC WASHER

New Maytag washer, when filled to proper level for washing, holds 13½ gallons of water. Controls permit omitting or re-



peating of any operation. heavier particles of insoluble dirt is accomplished through perforations in bottom of inner tub where particles settle during washing. Mechanical features include safety lid, torque limiting clutch, sealed-in oil power unit and adjustable legs for leveling. The Maytag Co., Newton, Iowa.

WORKHORSE

AR6904 Retractable legs fold under the top rail of this workhorse to produce a portable unit. When folded, unit measures 8 inches



square by $3\frac{1}{2}$ feet long. May be carried in auto trunk, or stored in small closet. Open, the workhorse stands two feet high on a 31/2 foot length. Supports 1,000 pound Folding Workhorse Co., P. O. Box 63, Long Branch, N. J.

(Continued on page 156)

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Attractive store front modernized with 38" thick "Century" APAC.
White & Prinz, Dallas, Texas, Architects.

Good looks and good service

... you can give both with

"Century" APAC

Many merchants in your town would like to have an attractive store front like this. They know it would create prestige . . . bring in business. Yet they put off modernizing. Why? Because some think it costs "big money" . . . musses up the place . . . takes a lot of time. They're wrong on all three counts so far as "Century" APAC is concerned.

Explain to your customers how economical "Century" APAC is...how quickly it can be applied...how well and how long it stands up in service. You'll find that it will help to bring you many extra jobs...not only remodeling, but new construction as well.

Being made of asbestos and cement, "Century" APAC is fire resistant and proof against weather, rot, rust, corrosion, rodents, termites. It requires no protective paint, and maintenance is at a minimum. Use APAC for interior and exterior walls, ceilings, partitions, almost all flat surfaces.

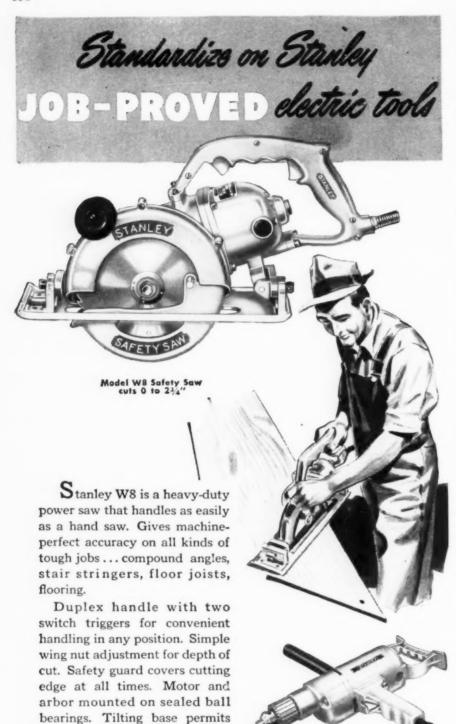
Get full information about "Century" APAC from your K&M Dealer, or write direct to us. We'll attend to your inquiry promptly.



Original manufacturers of Asbestos-Cement Roofing Shingles in this country

KEASBEY & MATTISON COMPANY · AMBLER · PENNSYLVANIA

Ai



No. 112 Electric Drill, V_2'' ... Compact, lightweight, general purpose drill for wood and metal. Chuck spindle offset to allow drilling in close quarters without removing either pipe or spade handle. Fast hole saw work. Drill stands available.

New Britain, Conn.

THE GREATEST NAME IN TOOLS

bevel cuts up to 21/16" at 45°.

Capacity on straight cuts, 0 to

Tools at your industrial distrib-

utor's. Stanley Electric Tools,

See these Stanley Electric

23/4". Operates on AC or DC.

Stanley No. 310A Electric Hammer

Powerful but lightweight for drilling, chipping, channeling, vibrating, tamping, scaling rust...all kinds of hammer work. Plugs into any lighting circuit, AC or DC.

HARDWARE . HAND TOOLS . ELECTRIC TOOLS . STEEL STRAPPING

NEW PRODUCTS

(Continued from page 154)

BOILER-BURNER AB

The Aldrich "Bantam" boiler-burner stands 45 inches high, is especially designed for the modern small home. Furnishes heat



and domestic hot water. May be used for hot water, steam or radiant heating systems. Maximum rating 100,000 B.T.U. per hour. The Aldrich Co., Wyoming, III.

LADDER HOOK FOR PAINT AB6946
Designed to end swinging pail nuisance when painting or washing windows from



rung ladder. Hook fits over ladder rung and around side of ladder to hold bucket steady and secure. Hook is made of cast aluminum. Beauideal Inc., 821 South Water St., Saginaw, Mich.

DOOR OPERATOR

AB6944

Crane "400" door operator opens or closes garage door by remote control—from car. Simple to install. Operator can stop door



at any desired height, turn garage lights on or off, floodlight driveway, and lock door securely. Automatic safety clutch slips if door meets an obstacle. H. W. Grane Co., 1443 W. Lake St., Chicago, Ill. 1949.

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B6946

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New Business from Old Walls

Note the modern, streamline lustre of this Cleaners and Dyers shop where Miracle Walls by TYLAC have done a remarkable conversion job—from old walls to new lustrous beauty.

INTERIORS OF PERMANENT BEAUTY

Old, drab walls are transformed into modern walls of lustrous beauty with Miracle Walls by TYLAC. Your potentials for these superior wall coverings are everywhere: Next door—across the street—around the corner—yes, they're ready, now, for remodelling programs. Show them the 18 gorgeous colors and the 4 modern designs from which unlimited varieties of combinations can be effected—show them how decorative schemes, to fit each individual taste, can be quickly and economically installed.

But, be sure it's Miracle Walls by TYLAC. Made by pioneers in quality wall panelling, they give your customers the advantage of every superior feature of manufacture known to the wall board industry.

You'll make more sales — more profit — with Miracle Walls by TYLAC.

Write us today for our liberal sales plan and many advertising and dealer helps.



Ever increasing sales are being made by our dealers and distributors everywhere — with Hi-baked, Plastic Enamel Surface, Miracle Walls by TYLAC. Every interior wall in homes, stores, offices, hospitals, theatres, factories, etc., offers a potential sale.



The old both room was transferred from dull "antiquity" into modern streamline beauty—with Mirocle Walls by TYLAC. Here is combined beauty — economy — permanence.

TYLAZ ZUMIZANY MONTICELLO, ILLINOIS

PIONEERS IN THE PREFABRICATED WALL PANEL INDUSTRY



Still Going Strong

(Continued from page 93)

unproductivity of certain classes of labor, high wage scale prevalent in all labor classifications and so on.

Good reasons, one and all, for not seeking new worlds to conquer, especially in the low-cost house market, but the all-important point is that the vast majority of the home builders of the nation were far more interested in finding ways and means for licking the problem than in listening to reasons why it can't be done.

And so it doesn't make any particular difference where you go, you'll find companies big, little and in-between tackling the job of building a better home for less money and meeting with a surprising measure of success.

As we said before, this doesn't mean it is now possible to provide an individual house for the very lowest income group any more than it has ever been possible to place an automobile within the reach of every family. On the other hand, it does mean that the home building industry is reaching down farther and farther into the low-cost bracket and coming up with some surprising, satisfactory answers . . . all things considered.

It doesn't make much difference where you go you'll encounter great concentration on the whole subject of how to get more house for less money. Furthermore, you'll find that the intensive competition between methods and materials is creating better homes at a faster rate than will ever be achieved through any other means known to mankind . . . and it is this ferocious competition that will bring to America the best homes ever produced in any price classification for every income group.

Out on Long Island the Levitts are creating near riots by offering attractive, four-room houses for \$7,900 (\$90 down and \$58 a month to veterans). Across the Sound in Hartford, Conn., Capitol City Lumber Company, in excellent full-page ads, is extolling the virtues of its "49er" Cape Cod for \$46.96 per month. In Detroit, Mich., Field's contribution to the good of the cause is an attractive \$5.990 home for \$43 a month.

Nor are these surprising values available in metropolitan areas only. Perry Lumber Company, Holdrege, Nebraska, features a 2-bedroom home (24'x31') with full basement, complete on builder's lot for \$6,803. A Fargo, N.D., concern uses half a page to invite the public to attend the official opening of its "Futursized Home"—the basic structure, ready to move onto the builder's lot, \$2,950. Griffins,

(Continued on page 160)

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The "go-anywhere" guts of 4-wheel-drive traction *plus* low-cost operation and maintenance in light-duty service — you get both in Willys - Overland's sensational 'Jeep' 4-Wheel-Drive Truck.

Four-wheel-drive keeps this Willys-Overland truck moving over roads of all kinds—off the road through churned up building sites—right to the job. Its 5300-lb. GVW and 188-inch wheelbase give you a combination of big carrying capacity with easy driving maneuverability.

'Jeep' 4-Wheel-Drive Trucks are economical on gas, oil and tires—easy to maintain and repair with minimum shop time.

Visit your Willys-Overland dealer and see the many features of these great 'Jeep' 4-Wheel-Drive Trucks for yourself.



Flat, high-clearance fenders allow plenty of unobstructed room for quick tire changes. Fenders are hard to damage—and cost less to repair.

Jeep
4-WHEEL-DRIVE
TRUCKS
Cut Hauling Costs

WILLYS-OVERLAND MOTORS . TOLEDO . MAKERS OF AMERICA'S MOST USEFUL VEHICLES



Friendly WOOD CABINETS

choice of Indiana owner-builder!

Sales appeal and investment value were important considerations when Mr. Charles Bartel selected kitchen cabinets for his 53-house, Muncie, Indiana project. So Mr. Bartel, like many other product-wise builders, chose Kitchen Maid, first of the modern kitchens. The beauty of its Flo-Line styling, the warmth and friendliness of its hardwood construction have a very special appeal, and assure the investor years of dependable service.



Kitchen Maid Cabinet Surfaces are

MANY PLUS VALUES

Many other features make Kitchen Maid a frequent selection. Quiet aluminum drawers that won't chip or rust and always slide easily, Resinite (prestwood) doors that open and close on cushioned roller catches, permanent wood shelves that won't tip or sag, many

work-saving conveniences, three coat factory finish—these are features that architects, builders and owners alike approve and appreciate. Your Kitchen Maid representative will be glad to work with you on any kitchen problem. Feel free to consult him. In the meantime send the coupon below for your copy of famous color booklet and planning guide "Kitchen Hints"—free to architects and builders.

Look for this seal in your dealer's window. It signifies his skill as a member of the nation's oldest kitchen planning organization.





THE KITCHEN MAID CORPORATION 596 Snowden St., Andrews, Indiana

Please send new booklet containing 10 practical kitchens with floor plans and details. I am an [] Architect [] Builder [] Dealer.

Attendance and	_	
Name		
Street		

City.....State.....

Still Going Strong

(Continued from page 158)

Hudson Falls, N.Y., describe and illustrate a "new lower cost home," for \$65 a month including lot (no down payment for ex-GI's)—\$900 down for others and \$60 a month. Cowley's, Olathe, Kas., use a double-page spread in their monthly "Homenaker" to describe their "Home-of-the-Month" erected on the owner's lot for \$7,400, and a chart which shows that housing costs have risen less than farm products, factory wages, food prices and clothing prices.

And so you can follow the well-beaten path of progress from the mammoth projects in the largest cities down through the smaller cities and county seats to the smallest towns in America. The picture varies only in the scope of their operations. Each and every builder is shooting at the same target, even to the one-man operator in the town under 500 who is building a one-bedroom home for Widow Jones . . . and doing a right fine job of it.

From there you can jump to the Lustron factory in Ohio where you will find the more-than \$30-million experiment in factory-produced homes in a streamlined operation which must complete a home every few minutes in order to keep going.

Or, if you prefer, you can journey to Detroit where, in 1948, there were persistent rumors of too many homes at too high prices. Today, the situation, as reported in Engineering News-Record, is:

If

"Public demand for new housing, plus a marked easing in building supplies, has launched a building boom in Metropolitan Detroit-largely in the low-price field. Early results in a poll conducted by local newspapers indicate that within the next six months. 70 contractors, real estate groups and investment companies will build 4,962 single houses, 47 percent of them in the \$7,000-\$11,000 class; 782 rental units; 118 duplex houses, and others. Largest single project is 1,000 custom built homes (to be built on the customer's lot) by Miller Homes, Inc. Prices of these custom built homes will range from \$6,290 to \$9,000."

That's why we claim that the current activities of the home building industry are nothing short of inspiring.

Washington may churn up public housing projects—industrial prophets of gloom may peer anxiously around the corner for signs of the approaching depression—but despite all this the home building industry keeps right on building homes.

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Brick first FOR FLEXIBILITY OF DESIGN



To put it more simply-brick fits your plans.

Fits them better than any other material, according to a recent nationwide builder-survey on non-residential building!

If your plans call for extra structural strength, it's there, in brick.

If you want a unique color, surface texture or decorative effect, brick offers you an infinite variety.

If difficult structural lines or shapes are demanded, use brick! For this building unit is sized for flexibility. Its convenient, modular dimensions make the difficult easy, and they will save you construction time and money, too, particularly in work around openings.

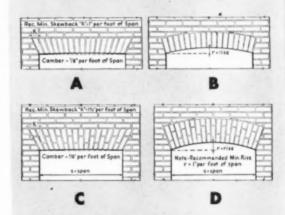
Check all of these advantages against the plans for your next job. Figure, too, on the many other qualities in which brick rates tops—beauty, permanence, real value, fire safety.

You'll see why we say, and so many of you builders say, "brick first."

GET THESE PLANS FOR 20 ECONOMY ENGINEERED HOMES!

BRAND NEW! 56 pages of valuable home building information—20 laborsaving, cost-reducing house plans, interesting discussions on location of site, selection of plans, financing, interior arrangements and exterior beautification. Just enclose 50¢ with your name and address. Write to the address below, Dept. AB-6, for the new planbook MODERN BRICK HOMES.

TIPS ON GOOD MASONRY PRACTICE Typical Brick Arch Openings



Figures A and B show arches with continuous soldier courses. Figure A is made of brick with tapered sides and ends while Figure B shows brick with tapered sides only. Figures C and D show arches built of soldier and header combinations, staggered in alternate courses, with Figure C made of brick with tapered sides and ends and Figure D of brick with tapered sides only.

STRUCTURAL CLAY PRODUCTS INSTITUTE
1756 K Street, N. W. Washington 6, D. C.

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Briggs BRIGGS VITREOUS At New

NEW, NEW! A complete line of vitreous china lavatories by Briggs to add to the already outstanding line of Briggs Beautyware plumbing fixtures and brass fittings!

SMART, SMART! A wide variety of fixtures and fittings to harmonize with any decorative scheme for new homes or modernization work! DIFFERENT, DIFFERENT!

Yes . . . full of design features you'll find in no other lavatories! COLOR,

COLOR, COLOR! Sandstone . . . sky blue . . . sea green . . . ivory. FOUR exciting colors, plus white, moderately priced to fit every building budget.





The new Briggs Beautyware lavatories are:

- 1 THE WHITTIER (B-3210 HT), 19" x 17", shelf back, wall pattern, with chromium towel bars. Also available with chromium plated legs.
- 2 THE WHITMAN (B-3310 HT), 20" x 18", ledge back, wall pattern, with chromium towel bars and soap depression. Also available with chromium plated legs.
- 3 THE LONGFELLOW (B-3280 H), 22" x 14", shelf back, wall pattern, with soap depression. A great space saver due to its narrow front-to-back dimensions.
- 4 THE WHITMAN (B-3370 H), 24" x 20", ledge back, with chromium legs and towel bars, soap depression.
- 5 THE WHITTIER (B-3270 HT), 22" x 18", shelf back, chromium legs and towel bars, soap depression.

LINE OF

Beautyware CHINA LAVATORIES Low Prices!

Points of superiority in Briggs Beautyware vitreous china lavatories:

- Ample shelf space—"beaded ends and back"—prevent side soiling.
- Double front corner concealed overflows with smooth underbowl front—no unsightly bulge—installation made easier—no cramped quarters.
- Deep anti-splash rim-non-splash with valves open.
- Deep bowl-greater water capacity.
- Special safety-wall-locking feature—"fixture cannot come off hangers".
- No-slip hexagonal towel bars—attached to lavatory, front and back.
- Special easy-fastening methods for towel bars and legs.
- Attractive fittings—hug the back—black index supply handles—quick opening valves.
- Priced right-smaller premium for color.







Copyright 1949, Briggs Manufacturing Co.

Write for complete details to BRIGGS MANUFACTURING CO. 3025-f Miller Avenue, Detroit 11, Mich.

BRIGGS Beautyware



Kohler Electric Plants. mounted on trailers, provide a reliable, easily handled source of independent electric current for S & S Builders, Glendale, California.



Portable electric power for hand saws



SAVE TIME ...

on many operations with

KOHLER Electric Plants



drills . . .



planers . . . floor sanders . . . arinders . . . pipe threaders

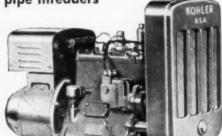
Kohler Electric Plants save valuable time in so many different ways that builders say they quickly pay for themselves. In a recent large housing project, S & S Builders

of Glendale, California, used thirteen 11/2 KW Kohler Electric Plants throughout the construction area. They were mounted on heavy trailers for quick movement wherever needed for operating electric hand saws, screw drivers, sanders, planers, grinders

and other power tools. In addition, two 5KW plants were used to operate 5 H.P. cut-off saws for sawing heavy floor timbers.

Kohler Electric Plants come in sizes from 750 watts to 10KW. A Kohler field representative will gladly advise you as to the most practical model for your needs. Write for illustrated folder E-7. Kohler Co., Kohler, Wisconsin. Established 1873.

Kohler Electric Plant Model 3A21, 3KW, 115 volt AC. Automatic start and stop. Length 41", width 16", height 27¼".



PLUMBING FIXTURES . HEATING EQUIPMENT . ELECTRIC PLANTS

Dealer Review The President's Column

(Continued from page 126) people of a certain faith or political belief may live in the project, or perhaps all people with red hair will be asked to move, or those who own parrots will have to dispose of them for security reasons. Perhaps this sounds silly and farfetched, but once started, who can tell where the end will be?

When are the American people going to awaken to the fact that their personal liberties are being gradually taken away from them? Don't let it be said, "It can't happen here"-it is happening here, as witness the plight of several hundred voungsters who are losing the companionship of their dogs and cats because some housing official decreed them unhealthy and unsafe for a government project.

West Coast Vacation Tour Is Arranged by Dealers

A West Coast vacation tour for lumbermen and persons in allied industries is being sponsored by the Independent Lumber Dealers Association. The trip will include a number of sightseeing trips, entertainment, and inspections of lumber mills and lumber operations. Dates are July 25 to August 12.

Members of the lumbermen's party will assemble at St. Paul, Minn. The trip will be over the Great Northern railroad.

The cost of the tour is on an allexpense basis, with all items included in a flat rate. Reservations, in charge of Charles Lampland, Lampland Lumber Co., 419 E. 8th St., St. Paul, will close July 15. Refund will be made in the event cancellation is necessary.

Lumber Trade Associations Meet Jointly to Oppose Socialization of Industry

Addressing the first joint meeting ever to be held by the National Lumber Manufacturers Association, the National American Wholesale Lumber Association and NRLDA, C. B. Sweet, NRLDA president, declared that the precedent set by the meeting could make history by "focussing attention on the fact that all industry and all workers, employees and employers alike, have a common cause at the national level-to defeat any proposal to socialize industry or regiment individual living and com-(Continued on page 168)

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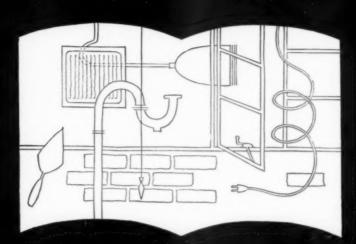
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Better Homes & Gardens is selling

these BUILDING PRODUCTS

in April May June

BH&G

... serves.....so it screens.....so it sells

and here's how it's done:





- You can improve your home with picture windows
- Aluminum
- We made our dream house from a 47-year old bargain
- How to cover a counter with linoleum
- Make your old kitchen look like new

TOOK at the article titles above. They all tell how to improve home living.

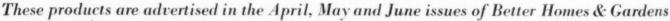
Then notice the list of advertisers below and at the right. Their messages in Better Homes & Gardens follow through on the articles—and tell what to buy to bring about the improvements.

Here's another example of BH&G 100% service. If the article or ad isn't about better living, it isn't in BH&G. Let the other magazines run fiction and confessions!

Is this no-nonsense content popular? Evidently it is — because it screens in more than 3,000,000 readers who pore over every issue from cover to back page.

They're people with above-average incomes who are eager for new ideas, new products, new facts, pertaining to the home. And they don't care whether the information comes from an article or an ad; the two go hand-in-hand here.

Is it any wonder that so many advertisers in your field use Better Homes & Gardens so regularly?



Admiral Range Admiral Refrigerator Air-Was Santizor Vacuum Amana Home Freezer American Gas Ranges American Kitchens Disposer Cadillae Vacuum Cadillae Vacuum
Caloric Range
Coolerator Home Freezer
Coolerator Range
Coolerator Refrigerator
Crosley Refrigerator
Despfreeze Home Freezer
Dexter Washer
Estate Range
Florence Range
Frigidaire Home Freezer
Frigidaire Range
Frigidaire Range

APPLIANCES

Frigidaire Refrigerator Frigidaire Washer Frigidaire Washer General Electric Dishwasher General Electric Disposall General Electric Range General Electric Refrigerator General Floor Polisher Gibson Home Freezer Gibson Range Gibson Refrigerator Grand Range Hamilton Clothes Dryer Hardwick Range Harvester Home Freezer Harvester Refrigerator Hoover Vacuum Hottopint Disposall Hotpoint Disposall Hotpoint Range Hotpoint Range Kelvinator Refrigerator L & H Range Lewyt Vacuum Magic Chef Range Majestic Incinerator Maytag Washer Norge Range Philco Refrigerator Presteline Range Rexair Vacuum Roper Range Servel Refrigerator

Speed Queen Ironer
Speed Queen Washer
Tappan Range
Thor Automagic Washer
Thor Gladiron
Toastmaster Toaster
Tyler Harder Freez Home Freezer
Universal Electric Range
Universal Vacuum
Universal Washer
Westinghouse Laundromat
Westinghouse Range
Westinghouse Refrigerator
Westinghouse Vacuum

AWNINGS, BLINDS & SHADES Acme Galva-bond Steel Slats Canvas Awning Institute Columbia Venetian Blinds Coolmor Porch Shades Coolmor Forch Shades Decorator Canvas Awnings Flexalum Venetian Blinds Kirsch Venetian Blinds KoolShade Sun Screen Koolvent Venetian Awnings

Perm-A-Vent Venetian Awnings Rusco Venetian Awnings Volker Fabric Venetian Blinds Zephyr Awnings

FLOORCOVERINGS, HARD
Armstrong Asphalt Tile
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Bruce Hardwood Floors
Flor-Ever Plastic
Haskelite Blocks
KenTile
Nairn Linoleum
National Oak Floors National Oak Floors Pabco Linoleum Sloane Linoleum Tile Council Wright Rubber Tile HANDYMAN

HANDI MAN Burgess Vibra-Sprayer Dic-A-Doo Paint Brush Bath Duco Cement Durham's Rock Hard Putty Home Utility Tools Mortell No Drip Tape

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are selling these Building products

These products are advertised in the April, May and June issues of Better Homes & Gardens

Nu-Glaze Putty Plastic Wood Smooth-On Cement Speedy Sprayer Paint Spray Three-in-One Oil

HARDWARE

HARDWARE.
Anchor Fence
Autovre Bach Fixtures
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BESTING

American Rad, & Stan, San, Fixtures Bell & Gossett nell & Gossett Bennett-Ireland Fireplace Forms Barnham Glimatrol Galen Centimental Radiant Glass Deloc Dust-Stop Air Filters Emerson Fans Fairbanks, Morse Hanock Outdoor Fireplace Forms Heathdator Fireplace Forms Hones well Controls Iron Fireman Jamitrol Maje-tie Fireplace Forms Majestic Incinerator (614) Matic Palmer Sno-Breze Fana Frier Fireplace Forms Robertshaw-Fulton Controls Stewart Exhaust Fans Torrigton Fans

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HOLSEHOLD SELECTION ILS Aristo Mats Ball Canning Equipment Briddell Knives Dazes Kitchen Helps Vin Corners flund Can Openers flund Egg Beaters seredy Ovenola unning Equipment Juicer Met-l Top Ironing Table Mer- Muminum

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INSULATION Armstrong Ter Balsam-Wool Celotex Celotex Chamberlin Eagle-Picher Homasor National Cotton Council Reynolds Metals Zonolite

KITCHENS

Elgin Elkay Lustertone Sink Tops Geneva Kitchen-Kraft Kitchen-Maid Shirley Youngstown Kitchens by Mullin8

LUMBER LUMBER Bruce Hardwood Floors Malarkey Plywood National Oak Floors Ponderosa Pine Weldwood Plywood West Caast Woods Western Fines Weyerhaeuser Lamber

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Reynolds Metals
Southern Doors and Cabinets
Thermoscal Window Units
Timm Aluminum Casements
Weisway Shower Cabinets

PAINT Acme Alcoa Albron American Turpentine Arco Pad-O-Paint Armor Coat Bruce Termini**x** Cuprinol Dutch Boy Eagle-Picher Flatlux Glidden

Martin-Senour Nu-Hue Medusa Rubber Base Medusa Rubber Dase Minwax National Paint, Varnish & Lacquer O'Brien Pittsburgh Plicote Reynolds Metals Truscon Wood Life

PLASTICS & MATERIALS

Bolta DuPont Fabrilite Firestone Foamex Flor-Ever Goodyear Airfoam Koylon Luncii

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PREFABS & PLANS Aladdin Readi-Cut International Mill & Timber Precut

Celotex Hastings Alumitile Homasote Homasote Imperial Wallpaper Malarkey Plywood Maclite Panels Masonite Nu-Wood Tile Council U. S. Gypsum Sheetrock United Wallpaper United Wattpaper Upson Panels Wall-Tex Fabric * Nancy Warren Waltpaper Weldwood Plywood York Waltpaper

WIRING & TELEPHONE Autosonic Electric Eye Beit system Guiler-Hanmer Multi-Break Davis Ironing Cord Delta Lanterns Edwards Door Chimes Kirlin System Lighting Lightolier Fixtures Onan Power Plants West Dodd Lightning Rods Multi-Breaker

MISCELLANEOUS BUILDING Anthracite Coal Consoweld Laminates Federal Savings & Loan Solvay Air Dryette



America's First Service Magazine

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ROOFING & SIDING Barrett Celotex Dunstone Permastone Reynolds Metals Ruberoid

WALLBOARDS WALLBOARDS Armstrong Temlock Celotex Johns-Manville Flexboard Malarkey Plywood Masonite U. S. Gypsum Sheetrock Weldwood Plywood

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Serves so it Screens

so it Sells

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SAVE INSTALLATION TIME AND MONEY... hold up to 10,000 lbs. in any Solid Material

When you find it necessary to fasten objects such as machinery, shelving and electrical equipment to solid floors, walls and ceiling, you can save yourself time and trouble by using Paine Expansion Screw Anchors No. 900 (screws are not included). These anchors are quickly set in place to make a permanent anchorage that is capable of supporting up to 10,000 lbs., depending on the size used. They can be used in stone, marble, concrete or any other solid material. They are rust proofed and vibration resistant. A Setting Tool comes in every box. The anchors are stamped with size and thread of bolt or screw to use and have a directional arrow identifying which end goes in the hole.

Use a Paine Sudden Depth Rotary Drill bit for quick, accurate holes or, for the occasional user, use a Paine Hand Hammer Star Drill.



*For the Paine 14-20 drill a 1/2" hole, at least



Place the anchor in the hole with the arrow on the anchor pointing down.



Place set tool on anchor and pound until anchor is set.



Screw the object to be anchored as tightly as possible.

*Dimensions in first illustration apply to Paine 1/4-20 only.

THE PAINE COMPANY



Dealer Review

(Continued from page 164)

munity life, no matter what the proposal is called, nor under what fair-sounding name it masquerades."

The meeting was held May 12 at the Shoreham Hotel, Washington,

"One of the charges leveled at us by social planners and some of our friends and acquaintances in government," Sweet said, "is that of disorganization. Certainly this joint meeting of the boards of directors of three major sections of the building industry is evidence that we may not be as disorganized as some people think."

Sweet emphasized the increasing need for industry action in the field of national affairs and legislation, and in public relations, to counteract "... an unprecedented agitation for the socialization of industry and the American way of life."

South Dakota Lumbermen Announce Convention Plans

The 1949 convention of the South Dakota Retail Lumbermen's Association will be held at Rapid City June 9-11. J. S. Kibben, J. S. Kibben Co., Rapid City, is in charge of reservations.

After completion of formal business June 10, there will be a tour of the Black Hills and a fish fry. Tours and entertainment have also been arranged by the Home Stake Mining Co., lumber and timber division; the Black Hills Clay Products Co., and the North West Wood Preserving Co.

Delegates will also be guests of the Deadwood Chamber of Commerce, and will witness an initiation by the Minneapolis Hoo-Hoo team.

Present Don Montgomery with Television Set

Don S. Montgomery, secretary of the Wisconsin Retail Lumbermen's Association, and widely known throughout the industry through many years of service, recently was presented a television set by members of the association.

The gift came as a surprise to the recipient, having been secretly installed in his apartment.

Nearly all members of the association participated in the award. Offers of others to participate manufacturers, distributors and friends—were turned down when it was decided to keep the gift within the organization.

(Continued on page 172)

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FOR THE MODERN HOME



HONEYWELL COMFORT

begins with the Blueprint

WHATEVER a house may cost, it will not be a real home unless it is comfortably heated. So, in Honeywell national advertising we are urging home owners to consult their architect or contractor about the heating system while plans are in the blueprint stage.

Here are some of the Honeywell controls and control systems that can be selected, depending upon the size and type of home.

CHRONOTHERM **Electric Clock Thermostat**



Every home should have the convenience and economy of automatic clock thermostat regulation. Chronotherm automatically switches to lower fuel saving temperature at bedtime.

Then in the morning, before the family gets up, it restores daytime comfort temperature. Chronotherm will save 10% or more fuel and will give greater heating comfort and convenience.

ELECTRONIC MODUFLOW Control System

The new Honeywell Electronic Moduflow control system will give an entirely new conception of even, continuous heating comfort. Electronic Moduflow combines the magic speed and sensitivity of electronics with the Moduflow principle of continuous flow of heat. It does away with the drafts and cold Electronic Relay

floors caused by intermittent heat supply.



In larger homes and ranch-type homes, more uniform temperatures will be obtained throughout the house by an Electronic Moduflow system with two or more thermostats located in different sections of the house. For basement recrea-

tion rooms, a separate thermostat will maintain just the desired temperature without affecting the rest of the house. An Electronic Moduflow Control System will repay its moderate cost many times in added comfort, convenience and fuel economy.

HONEYWELL Diffusion Register

Here at last is a forced air register that combines harmonious appearance with superior perform-



ance. It is scientifically designed to spread the warm air into every part of the room. It is so low in cost that no home need use old style, unsightly registers.

For further information about Honeywell controls and control systems, contact the Honeywell branch office in or near your city. Or, write Minneapolis-Honeywell Regulator Company, 2604 Fourth Avenue South, Minneapolis 8, Minnesota . . . In Canada: Leaside, Toronto 17, Ontario.

An Inexpensive Steel tl

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Heating and Air Conditioning Equipment



Door Frames



Residential, Commercial and Industrial Windows



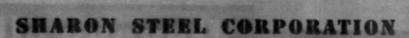


Garage Doors





SHARONSTEEL



Sharow, Pennsylvania

CHICAGO, ILL., CINCINNATI, O., CLEVELAND, O., DAYTON, O., DETROIT, MICH., INDIANAPOLIS, IND., . . MILWAUKEE, WIS., NEW YORK, N. Y., PHILADELPHIA, PENNA., ROCHESTER, N. Y. . . . LOS ANGELES, CALIF., SAN FRANCISCO, CALIF., ST. LOUIS, MO., MONTREAL, QUE., TORONTO, ONT.

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GALVANITE is actually a weatherproof steel. Through a special process, developed by Sharon engineers, a zinc coat is perfectly bonded to high quality Sharon strip. The result is an inexpensive, highly workable rust-resistant steel.

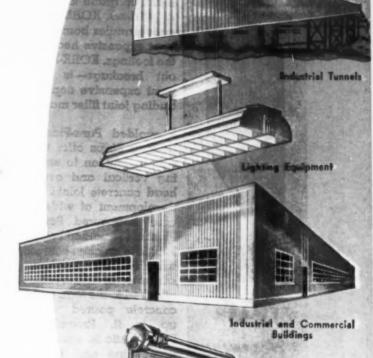
By using products of Galvanite you get the strength of steel, the resistance to atmospheric corrosion of zinc, and an ideal base for painting or baked enameling. And because Galvanite withstands severe forming without flaking, peeling, cracking or powdering, these products are able to render the utmost in serviceability. That's why, when it comes to beating the weather — you can't beat products made of Galvanite.

Hundreds of inexpensive lifetime building products are fabricated of Galvanite.

SHARON STEEL CORPORATION

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Write for Galvanite Handbook

Commercial and Industrial Doors

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better... lower cost CONSTRUCTION with KORK-PAK and Premolded Para-Plastic!

Use KORK-PAK, the waterproof, resilient joint filler between concrete floor slabs and footings in basementless houses and structures with slabs on grade to keep the joint effectively filled at all times. KORK-PAK is a good insulator-its cork granules bonded together with asphalt prevent expensive heat loss from the slab through the footings. KORK-PAK is readily handled with-

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Premolded Para-Plastic simple solution to sealing vertical and overhead concrete joints. A development of widely used hot-poured Para-Plastic, Premolded Para-Plastic is quickly, easily installed on finished savings on every type

Write for illustrated circulars describing the Servicised Line of asphalt, cork and rubber composition products for the construction industry.



See our Catalog in Sweet's

least expensive non-extruding joint filler made.

Sealing Strips offer the concrete, or it may be attached to the form and concrete poured right up to it. Premolded Para-Plastic is effecting great time and labor of construction. Try it on your next job.



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THE IDEAL

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Because:

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SERVICISED PRODUCTS CORP. 6051 W. 65th ST., CHICAGO 38, ILL.

Dealer Review

(Continued from page 168)

New York State Lumber Firm Supervises Work on Home **Won in Contest**

An Industry Engineered Home, won by Mrs. Virginia MacAllister, Warrensburg, N.Y., widow, in a nation-wide contest sponsored by Photoplay magazine, will be built on a one acre lot in Warrensburg under the supervision of the Griffin Lumber Co., Hudson Falls. N.Y.

Publicity on the home and contest, which has been carried in several issues of the magazine, will



MRS. Virginia MacAllister, winner of the Industry Engineered Home in Photoplay magazine contest, discusses construction details with Lawrence Griffin in Griffin Lumber Co. store, at Glen Falls, N.Y.

be continued through the completion of the house. Formal presentation of the home to Mrs. MacAllister is tentatively scheduled for June.

Merrill Smith of the Griffin Lumber Co., who will supervise and coordinate the various phases in the construction of the home, has already held several meetings with participating local contractors and subcontractors. Progress on the home, which will feature the most modern conveniences, will be constantly inspected and publicized. The Mengel Furniture Co. of

Louisville, Ky., will furnish the contest-winning home in Warrensburg. They have made an offer to furnish other Industry Engineered Homes built for display purposes with identical furniture.

The Griffin Lumber Co. has built several IE homes in Hudson Falls and recently advertised this home to veterans at a price of \$8,000 with no down payment, provided the purchaser owned the lot. They plan to build other IE model homes.

(Continued on page 176)

Here's further proof.....



FACTORY WAXED

ASPHALT TILE

is the profit line for '49



Price cuts up to 18.2%



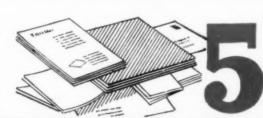
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New Floor Planner



Greatest Promotion Program in ← History

Phone, Wire or Write NOW for Complete Details

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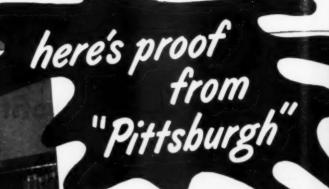
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More Glass means



FOR THE WALLS of bathrooms and kitchens, Carrara Structural Glass is not only extremely good-looking, but highly practical as well. It won't craze, check, fade or absorb odors. It is easily cleaned by merely wiping it with a damp cloth. It's impervious to moisture, chemicals, pencil marks. Available in 10 attractive colors.

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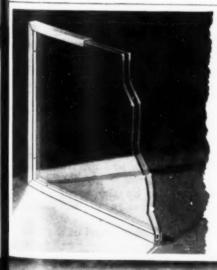
practical buildings



EVERY HOMEOWNER WANTS at least one good-sized picture window. Pittsburgh Polished Plate Glass makes an ideal picture window under normal conditions. When insulated picture windows are required, you'll find Twindow, "Pittswindows are required, you'll find Twindow, "Pittswindows are required, you'll find Twindow, "Pittswindows are required, you'll find Twindow, will do the job.



IN THIS NEW Pittco DeLuxe sill-sash combination, sill and sash are separate members, designed to be used together. Because they are installed separately, they reduce glass breakage. The Carrara Glass bulkhead is recessed, thus providing toe room and protection against breakage. This versatile new combination is invertible—may be combined effectively with any of the sashes in the Pittco DeLuxe line.



THE STAINLESS STEEL CHANNEL around each double-glazed Twindow unit protects the unit against breakage and edge damage in the field . . . simplifies handling Free! We will gladly send you free our special "Builders Kir" which includes illustrated literature showing how you can use along along along the series of . . . makes it easier and safer to install. This development is typical of the work being done in "Pittsburgh" laboratories to improve the performance and quality of all

"Pittsburgh" products.

* Build it better with

Pittsburgh Glass

showing how you can use glass effectively on all types of jobs in which you are interested.

Pittsburgh Plate Glass Company

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Please send me without obligation your "Builders Kit" of illustrated literature.

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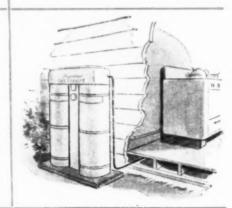
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PITTSBURGH PLATE GLASS COMPANY



PYROFAX Gas is easy to install!

Twin steel cylinders are placed outside the house, and PYROFAX Gas is piped directly to the range, water heater, refrigerator or other gas appliance...It's good to know too that PYROFAX Gas supply is assured; quality is uniform; and the user gets full value in every cylinder.



fuel obtainable...New home buyers

with a choice will take the home that

features PYROFAX Gas.

Nationally Advertised Appliances

Magic Chef ranges, Servel refrigerators, Ruud and Bryant water heaters, and other gas appliances are available for use with PYROFAX Gas-from our distributors in 30 states east of the Rockies.



For full information see SWEET'S CATALOG or address Dept. AB.

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Carbide and Carbon Chemicals Corporation, 30 East 42nd Street, New York 17, N.Y. Unit of Union Carbide and Carbon Corporation

"Pyrofax" is a registered trade-mark of Carbide and Carbon Chemicals Corporation.

Dealer Review

(Continued from page 172)

Two Colleges Schedule Summer Lumber Courses

Two schools, City College of New York and North Carolina State College, Raleigh, have scheduled 30 day retail lumber courses this summer.

The City College course will extend from July 11 through August 12. School representatives are Victor E. Musso, supervisor, and B. Franklin, assistant supervisor, 430 W. 50th St., New York 19, N.Y. Dealer association representatives for the course are R. W. Holt. New York Lumber Trade Association, Grand Central Terminal, New York, N.Y.; Edward C. Frick, New lersey Lumbermen's Association, 1060 Broad St., Newark 2, N.J.; and Paul S. Collier, Northeastern Retail Lumbermen's Association, Rochester 4, N.Y.

The dates of the North Carolina State course are June 13 to July 8. Its director is Edward W. Ruggles, College Extension division, N.C. State College, Raleigh, N.C. Representative of the sponsoring Carolina Lumber and Building Supply Association, 114 Builders Building, Charlotte, N.C., is Maurice Garner.

NRLDA Confers with College, Government Authorities on **Grain Storage Construction**

Representatives of NRLDA met with Federal government and state agricultural college representatives April 14 in a discussion of grain storage. Topics included anticipated storage needs, construction specifications for adequate storage, and the typical storage plans now being prepared for distribution.

The purpose of the meeting, which was held at Iowa State College, Ames, was to prepare emergency plans in the event of an excess production of wheat and

Wallace Ashby, head of the division of farm buildings and rural buildings of the U.S. Department of Agriculture, pointed out that while it is too early to predict the probable yields in the North Central States this season, even moderately large harvests are expected to cause a serious grain storage problem, and local problems may be expected to develop in other states.

The NRLDA representatives reemphasized the ability of retail (Continued on page 180)

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Leigh Shutters add so much to the appearance of your homes — at a surprisingly low cost. "Just another house" with Leigh Shutters becomes a smartly styled home. They'll increase their saleability.

They're smartly designed, they're attractive — use them on new homes, use them on old homes, use them for remodeling jobs.

- Made in two designs. LOUVER DESIGN, built of heavy gauge rust-proof aluminum, full 1" depth, can never rattle or warp. Far superior to the wood shutter. PANEL DESIGN. Two recessed panels. Top panel has attractive pine tree cutout design. This design is built of steel and is slightly lower in cost than the louver design. Shutters come packed I pair per carton.
- There is a size to fit all standard windows. See your Leigh Dealer or write for price and sizes.
- Leigh Shutters are quick and easy to install. No cutting or fitting. Shutters come with infra-red baked prime coat. Give them one coat of paint to match the house trim and they are ready to install.

If you are not already using Leigh Shutters, check today with your Leigh Building Products Dealer. You will be surprised at how little it will cost you to add this extra value to your homes.



Write today for Catalog 47-L, showing the complete line of Leigh Building Products — Ventilators, Dust Chutes, Clothes Chute Doors, Milk and Package Receivers, House Signs, Grille Guards, etc.

Styled and Built by

AIR CONTROL PRODUCTS INC.

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always NEW .. always



Your Weyerhaeuser 4-Square Dealer has this Service available for the use of you and your prospects. He will also supply you each month with a folder showing elevation, interior view and floor plan of the latest house design. Use this Service in your selling.

MODERN · · Always AHEAD

INTERESTING DESIGN IS ADDED TO THE WEYERHAEUSER 4-SQUARE HOME BUILDING SERVICE

PEOPLE are always hungry for value regardless of market conditions. Today's eager buyers and tomorrow's tough shoppers all seek greater value.

In homes, particularly, they hope to find the solid assurance that they will get their money's worth. They look for good architectural design and sound construction. They want low upkeep, long life, and good resale value.

With the Weyerhaeuser 4-Square Home Building Service you can demonstrate how these qualities can be obtained. You can show scores of houses that illustrate the principles of good construction. You can explain how every home in your 4-Square Service is Weyerhaeuser engineered—assurance of sound planning with wise, economical use of materials.

You can show people the section illustrating how architects, commissioned by Weyerhaeuser, design for com-

fort, convenience, and lasting satisfaction. So much for basic assurance of sound value. Now for the assurance which young people want—that which is new, which is exciting, yet architecturally correct.

A NEW DESIGN EACH MONTH

Many new houses have been added since the Service was established. Therefore, you can show solar houses, ranch houses, modern adaptations of traditional—all proved and acceptable designs.

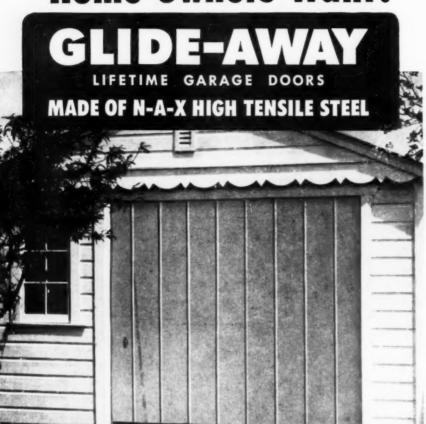
Every month a crisp, new design is added to the Service. This practice is assurance that one of your most effective selling tools will never lose its bright appeal and selling strength—that you will have the latest and best of architectural styles and structural practices to offer prospective home owners.

Weyerhaeuser 4-Square Dealers make this live, ever-growing Service available to you as a means of strengthening your position in the home building field. The Service will help you to deliver to home owners the best in modern small home values.

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WEYERHAEUSER 4-SQUARE LUMBER AND SERVICES

It's Easy to Sell the Door Dealer Review **Home Owners Want!**



THE ONLY DOOR WITH ALL THESE ADVANTAGES:

"Glide-Away" is the only overhead-type garage door made of N-A-X High Tensile Steel for 50% greater resistance to distortion and denting, and 4 to 5 times greater resistance to rust and corrosion. And look at the other features: One piece, all-welded construction for extreme rigidity. Edges are completely flanged to eliminate all sharp surfaces. Full recessing with only 21/2" of headroom required. Space-saver, jamb-type hardware that provides smooth, gliding action without sacrificing interior space. Distinctive jamb-aligner and weather seal that assures perfect closure even for out-of-plumb openings; and easily-adjusted, spring-balanced mechanism that provides effortless operation. Yes, "Glide-Aways" are just what home owners want, because they're built for a lifetime of trouble-free service, good looks and utmost protection.

DESIGNED FOR QUICK, FOOLPROOF INSTALLATION

"Glide-Aways" are so simple to install that anyone can do it quickly and without special tools. Standard sizes include the popular 8' 6" x 7' door for wide, late model cars, in addition to

B' x 7', 8' x 7' 6" and 8' x 8'. Double size is 16' x 7'. Special sizes available up to 16' wide by 8' high. Prices are competitive.

	Products and Mfg. Co.
628 E. Fe	rest Ave., Detroit 1, Mich.
Please se Garage D	and detailed information on "Glide-Away" oors.
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STEEL DOOR DIVISION STAMPING PRODUCTS AND MFG. CO.

628 E. FOREST AVE. . DETROIT 1, MICH.

(Continued from page 176)

lumber and building material dealers in the grain belt to furnish all the materials and fabricating facilities necessary to provide sufficient storage space to meet the needs of the program.

NRLDA was represented by Glen R. Newton, Newton Lumber Co., Nevada, Iowa, and W. H. Badeaux, Northwestern Lumbermen's Association, Minneapolis,

Lift Export Restriction on Forest Products

Improved domestic supply and the decline of orders from principal importing countries (largely the result of shortage of dollar exchange) has resulted in removal by the Office of International Trade of all export restrictions on forest products, with the exception of Port Orford cedar, to all destinations outside of Europe and adjacent areas.

All forms of Port Orford cedar. the required wood for special types of battery separators, still require validated license for export to all destinations, but are no longer subject to quota restrictions.

OIT officials have stated that the effect of this decontrol will be closely watched, particularly the effect on the housing program. If the volume of exports threatens domestic supply, controls will be restored to affected items.

Building Material Dealers Urge Jobs for Veterans

In response to an industry-wide appeal to trade groups to support veteran employment preference, the Building Material Dealers Association of Southern California at a recent meeting unanimously adopted a resolution enacting a wide program for veteran preference in all classifications.

John R. Metzger, association president, sent the following message to Mayor Fletcher Bowron of Los Angeles: "In response to your plea for veteran employment, this trade association takes immediate and whole hearted action to employ veterans in preference to all others.

"This is not lip service but a national service giving service men preference when job openings occur, as warehousemen, truck drivers, clerks, salesmen and other classifications which now employ over 5,000 men purveying building materials to the contracting trades.

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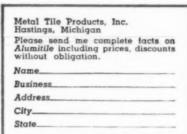
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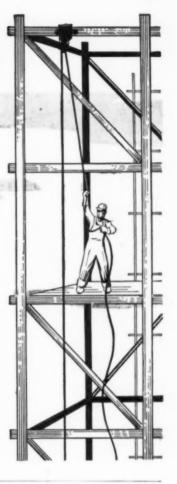
The tons of structural weight that you save when you specify
HASTINGS alumitile on large structures is but one of your many savings. You also
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is low in cost, fast to install, and easy to handle. Yet it offers all the advantages
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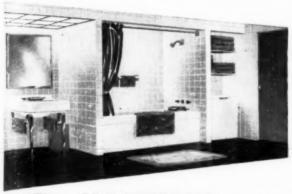
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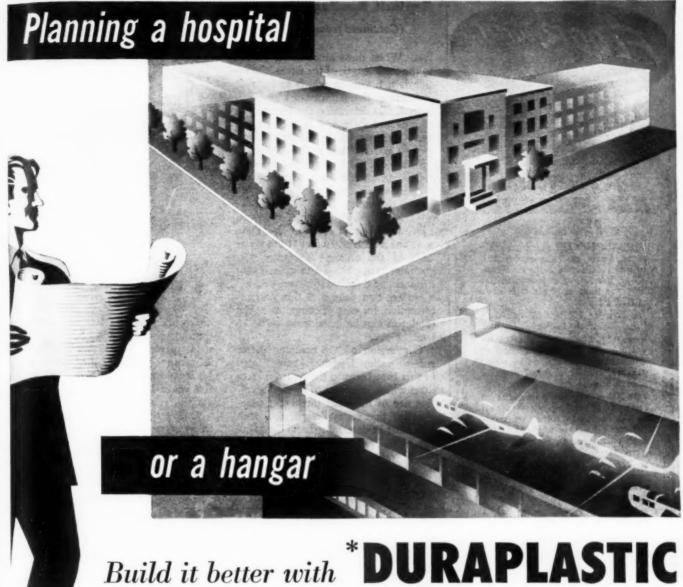


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(Continued from page 129)

feet. When these amounts are added to the total length of the eaves, the result is a figure on which to base an estimate of the quuntity of edging required. To determine the true length of hips and valleys, it is necessary to know the run of the common rafter and to use the hip and valley table (Figure 6). The run of the common rafter is half the distance which the roof spans, as measured at the lower end of the valley.

In Figure 4, the portion of the ell roof which projects over the main roof has a span of 16 feet at the lower ends of the valleys; therefore, the common rafter has a run of half that distance, or 8 feet. However, because there are two valleys at this roof intersection, for ease of computation the total run can be considered to be 16 feet.

Conversion of the common rafter run to valley length is complicated in this case because the two roof sections which intersect to form the valleys are of different pitches. Consequently, the valley length for each rise must be determined and the average of the two taken.

The valley length can be found in the hip and valley table (Figure 6).

Robert C. Ebenreiter, Widely-Known Wisconsin Lumberman, Dies at 88

ROBERT C. EBENREITER, founder and president for more than 50 years of the Ebenreiter Lumber



Co. Sheboygan, Wis., died May 5 following a heart attack at a Sheboygan hospital. He was 88.

A native of Sheboygan county, Mr. Ebenreiter entered the contracting business in Sheboygan in 1881 after five years experience as an apprentice carpenter in that city and in Chicago.

One of the oldest active lumberwen in Wisconsin, he was widely known throughout the industry, particularly in the Middle West and on the West Coast.

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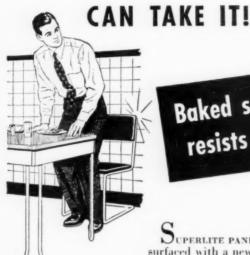
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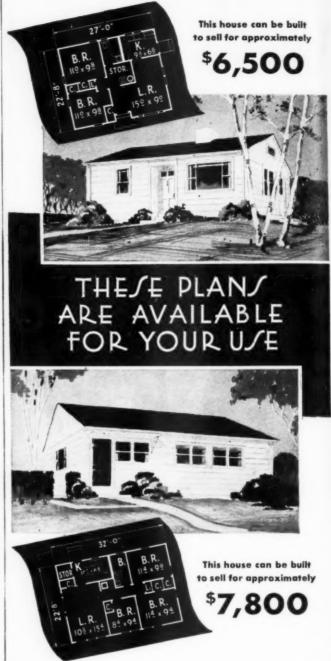


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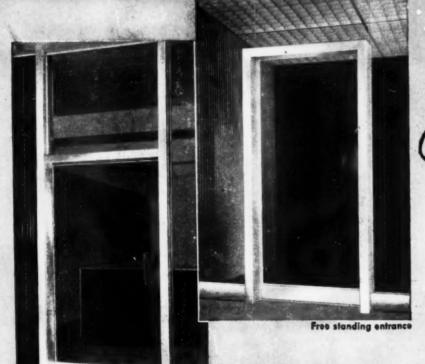
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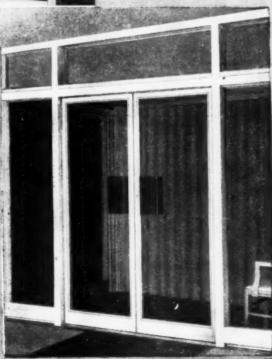
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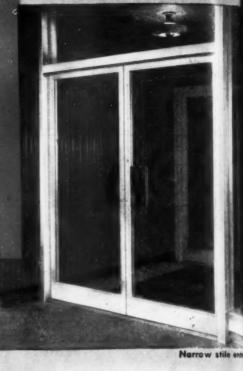
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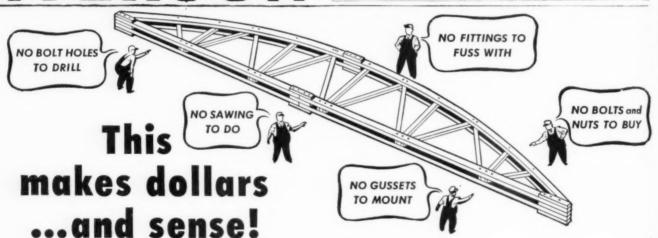
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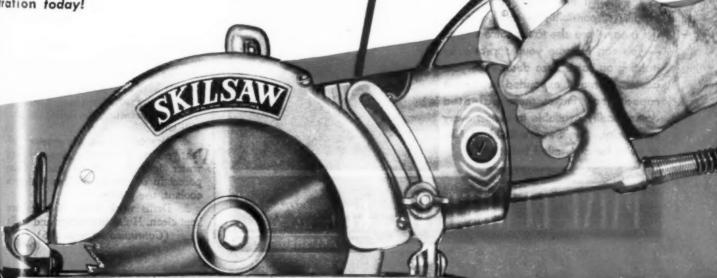
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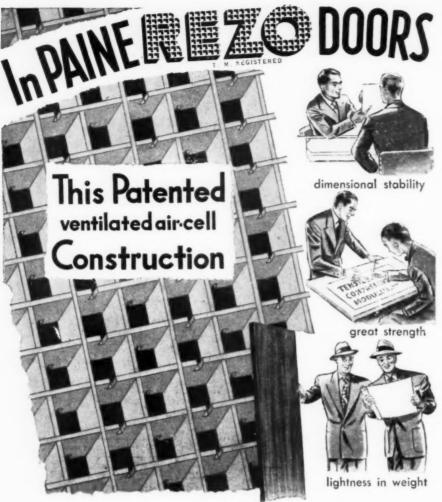
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Either type may be—and is—used to drill most ordinary types of floor and wall materials such as concrete, brick, tile, marble, and slate, as well as copper, brass, and other soft metals. In industry, widest use for these drills is for drilling holes in concrete for anchor bolts.

How To Use

1. Carbide drills may be used in any portable electric rotary drill, drill press, or hand brace. Hammertype percussion equipment is *not* recommended.

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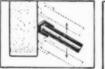




Fig. 1

Fig. 2





Fig.4

Fig.3

usual masonry materials and soft metals. For harder, very abrasive materials, use 200 to 400 r.p.m. The slowest possible speeds attainable are desirable on extremely hard materials such as tile, marble and concrete containing hard aggregate.

3. Bear down hard when drilling. The more pressure, the better the drill will work.

4. Dry drilling usually gives excellent results. Turpentine, kerosene, or water help in drilling glazed tile, porcelain or marble. When using a coolant, use plenty.

5. Drills work better if holes are kept clean. Holes in ceilings and walls (Continued on page 196) Ame

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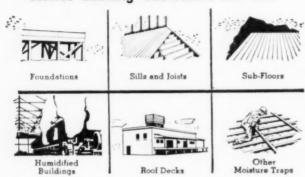
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WOLMANIZED PRESSURE LUMBER

Makes Lasting Customers for You



Here are six common, unsafe conditions where WOLMANIZED* Pressure-Treated Lumber provides protection from wood decay and termites:

- 1. Where excessive ground moisture, rain or thaws cause early decay tailures.
- 2. Where wood near the ground is open to termite attacks.
- Where wood is in contact with concrete or masonry.
- 4. Where steam and vapor from industrial processes promote wood decay.
- 5. Where walls, floors, ceilings are subject to condensation from refrigeration.
- Where wood is exposed to moisture in humidified buildings or farm buildings.

Investigations by qualified technologists prove that on installations where decay and termites ordinarily shorten lumber life, WOLMANIZED Pressure-Treated Lumber lasts THREE TO FIVE TIMES LONGER than untreated wood.

Such lasting protection is assured because penetrating preservative solutions are forced, by vacuum-pressure treatment, deeply into the wood fibres of WOLMANIZED Lumber. And, WOLMANIZED Lumber is clean, odorless, paintable, non-corrosive, non-leaching and glueable. Only WOLMANIZED Lumber offers all these extra advantages.

For Better Building— Read This Booklet

Get all the facts on how WOLMANIZED Pressure-Treated Lumber stops wood decay and termites. See how it can help you and your business. Write today for this valuable booklet.

*Reg. U.S. Pat. Off.



AMERICAN LUMBER & TREATING COMPANY



General Offices: 332 South Michigan Avenue, Chicago 4, Illinois Branch Offices: Baltimore, Boston, Jacksonville, Fla., Los Angeles, New York, Philadelphia, Portland, Ore., San Francisco, Washington, D.C.

MORE YARDS PER DAY Concrete or Mortar



NEW 4-POINT SUSPENSION Wider wheel spread, low center of gravity plus two sturdy legs assure stability while mixing . . . no "teetering" and shifting. Tows smoothly, too. 62-inch wheel spread assures a mixer that is tops for towing speed and safety.

EASY SHOVELING



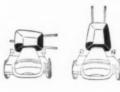
Big 19-inch drum opening is low to the ground for faster, easier shoveling. 3 hoe-type mixing blades give you fast, thorough mixing action.

ONE-MAN SPOTTING



Here's the easiest handling tilter on the market. Rex Tele-pole towing tongue, easy-rolling pneumatic tires mounted with Timken bearings, plus accurate balance and light weight, make it easy for one man to spot the mixer...fast.

TWO-POSITION LOADING



You can bring a wheelbarrow straight to the drum, head-on or sideways. Big, easy-acting handwheel tilts the batch into the barrow in a hurry. ADD UP these features and you'll see why Rex gives you more batches per day... more profit for you.

CHAIN BELT COMPANY



1689 West Bruce St. Milwaukee 4, Wis.

CONSTRUCTION MACHINERY





THERE ARE REASONS FOR THE

SUPERIORITY OF THE BILT-WELL WOOD

SUPERIOR

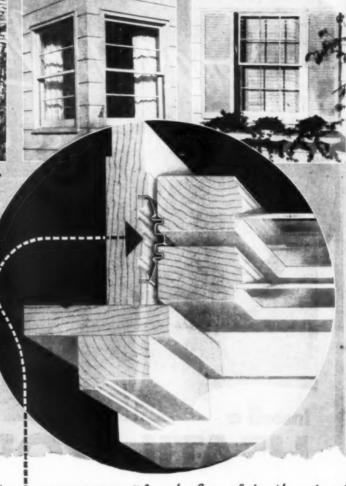
The outstanding feature of the Superior Unit Window is its "Jamb-Liner Weatherstrip." This exclusive, flexible patented "Jamb-Liner" automatically compensates for all possible swelling or shrinking. If the sash swells slightly in wet weather, the windows will still slide smoothly. And,—if shrinkage takes place later, the "Jamb-Liner Weatherstrip" will spring back forming a snug, compact contact with the sash.

This is only one of the many reasons why leading architects, prominent builders and reliable dealers prefer the Bilt-Well Superior Unit Wood Window.

CARR, ADAMS & COLLIER CO. BILT WELL WOOD WORK

The Bilt-Well Woodwork Line

Basement Windows • Breakfast Nooks • Bilt-Well Storm Sash & Screen Unit • Carr-dor Garage Doors • Clos-tite Casements • Combination Doors & Storm Sash • Corner Cabinets • Corner Cabinets or Smaller Homes • Doors with Tempered Presdwood Panels • Front Entrances for the Smaller Type of Home • Front Entrances • Exterior Doors • Gable Sash & Louvers • Gli-dor Kitchen Cabinets • Interior Doors • Ironing Board Cabinets • Linen Cabinets • Medicine Cabinets • Mantels • Nu-Style Kitchen Cabinets • Screen Doors & Window Screens • Shutters • Stair Parts • Superior Windows • Telephone Cabinets • Utility Window



SUPERIOR "Jamb-Liner Weatherstrip"

provides a wood to metal contact which eliminates the most common of all window problems—sticking and rattling. This "Jamb-Liner Weatherstrip" is applied at the factory—rolled into the grooved jamb and becomes an integral part of the frame. The sash slip into the frame without removing any of the weatherstrip (after plastering) in the final stages of building.

The Wind Break overlaps the header, thus forming a weathertight seal between frame and building. The tongue of the top sash is another weather-tight feature.

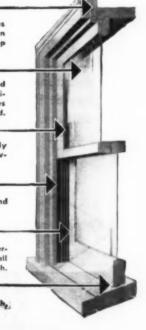
Superior Windows are counter-balanced with overhead spring balances. The uniform tension of these balances eliminates chattering where either sash is operated.

Sash can be installed or removed easily and quickly without loosening or removing any weatherstrip.

All wood parts, thoroughly kiln dried and chemically treated.

Superior (cushion-type) nailess weatherstrip automatically compensates for all possible swelling or shrinking of the sash.

Weather-tight seal, between sill and sash_e, by spring weatherstrip,



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(Continued from page 192)

keep clean automatically. For deep holes in floors, a compressed air blast or a continuous flow of water works well.

6. Break any exceptionally hard glazes or pebbles with a center punch or a star drill. This saves time and prevents premature dulling of the blade.

7. Although carbide drills have no trouble cutting reinforcing rods, be careful when drilling reinforced concrete. A drill wedged beside a reinforcing bar may break the carbide blade.

8. Keep drill sharp. When drill shows a 1/64-inch or larger flat on cutting edge, it is time to sharpen it.

9. For faster, easier drilling of holes with diameters greater than 3/4 inch, first drill a pilot hole approximately 1/4 inch. (Figure 1)

Sharpening Drills

To sharpen a dull drill, use C100-18-V or C80-18-V silicon carbide grinding wheels on a pedestal or bench-type grinder. Or mount a portable drill on a drill stand and insert a wheel arbor with a small silicon carbide wheel into the chuck.

1. Carboloy masonry drills have a 15 degree relief angle. This is the angle to grind when sharpening. Unless this angle is maintained, drill will not cut properly.

2. Using a moderate pressure, keep drill moving back and forth across wheel to avoid overheating. Never dip heated drills into liquids always allow drills to cool gradually.

3. Keep cutting edges of drill of equal length to prevent drill from cutting over-size (Figure 2).

4. Carbide tip must project at least 1/32 inch degree beyond steel shank to cut properly. If necessary, back off steel free-hand at about 35 degrees, grinding away from 1/32 to 1/16 inch of steel (Figure 3).

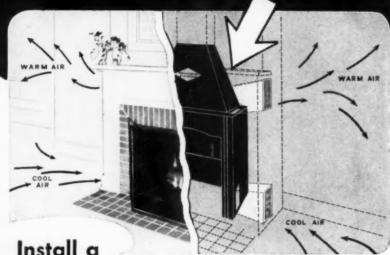
5. A correctly sharpened drill is shown in Figure 4.

Coast Group Publishes Pamphlet on Lumber

A PAMPHLET recently published by the West Coast Lumbermen's Association titled, "A Talk About White Pocket Lumber" provides information about the characteristics and uses of "white pocket" or, as it is sometimes called, "white speck" lumber.

The pamphlet may be obtained in quantity without charge from the Association at 1410 Morrison St., Portland 5, Ore,

Increase the Value of the Houses You Build!



HEATILATOR*

Fireplace

Make every house you build more desirable—easier to sell—by installing a Heatilator Fireplace. A Heatilator unit satisfies the prospective home buyer on many counts. It assures him a correctly operating fireplace that will not smoke... that circulates heat to far corners of the room and even adjoining rooms.

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Accept no substitute. See the Heatilator unit at your building materials dealer—or write for further details to . . .

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HEN there's a a hard job ahead that presents difficult installation problems, let fully enclosed INSL-COTTON save you time and money—get the job done right! Fully protected because it is fully enclosed, it has a heavy vapor-proof, wax-treated and asphalt coated barrier with tacking flaps on one side and tough paper on the other. It can be jerked, pulled and handled roughly with no danger of the insulation coming loose. Flexible and easy to handle, it goes up fast at low labor cost — gives exceptional efficiency – licks the tough jobs!

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Certified Inst-Cotton contains no secondhand material. Every lot is tested and certified to the U. S. Government. No other insulation except flame-proof, fire-retarding cotton insulation made under Federal supervision can make this claim. Exceeds Government requirements for 7d, FHA, FPHA and HH-I-528

specifications.

You'll like Inst-Cotton because it saves you time and ... your workmen will like it because it is easy to install, harmless to handle . . . your customers will like it because it is exceptionally efficient.

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Jaeger 65, 115 and 165 Mixers pour more concrete per day because they have famous "Dual-Mix" drums for faster mixing and discharging charging skips that load while the previous batch mixes then rise and shake their loads into the drums fast and clean, automotive transmissions, big clutches, oversize engines, and fast skip-hoisting and lowering device. They all mean greater production per wage dollar. Write for Catalog M-8.



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SCREENS

Any size. Any type.
Rigid frame, interlocked section designs for very large screens; Far hotels, institutions and apartments.

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Self storing, floating frame, removable sill features. For institutions, hotels and apartment buildings.



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Narrow trim lines. Ideal for economy price field,—very popular with home owners.

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Write for You also have the privilege to sell America's most complete line of aluminum combination storm sash, screens and double

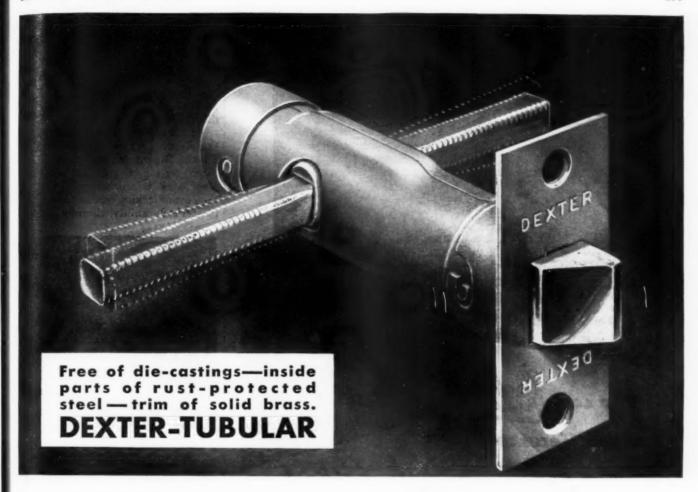
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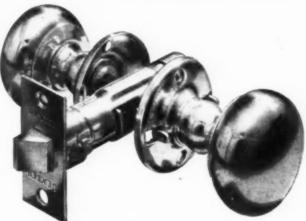
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There's Nothing Bullheaded about DEXTER LATCHES

IF SOME SMALL BUG creeps into the installation work on a Dexter Latch — don't worry about it. Dexter Latches will right the matter with a self-adjusting alignment feature so that there will be no sticking and binding. That's the way it is with Dexter Latches all the way through — they've had thorobred features engineered into them like no other latch. But these superiorities are only part of the story — there's also that speedy new way of making a complete Dexter installation in less than six minutes which is a mighty important factor with budget-wise people.



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Grand Rapids, Michigan

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In Canada: Dexter Lock Canada Ltd., Guelph, Ontario

WARRANTED LOCKS AND LATCH SETS

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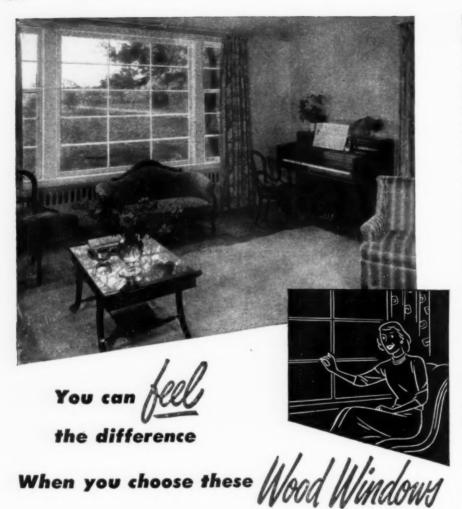
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Feeling is believing . . . and that's a major reason why Ponderosa Pine windows are so widely preferred. For these windows feel more comfortable . . . they have the warmth of wood, a natural insulating material. In addition, because wood does not readily transmit cold, it does not encourage condensation—a frequent cause of redecorating problems.

Ponderosa Pine is a high quality wood—yet Ponderosa Pine woodwork is moderate in cost. Even grained, smooth in texture and low in density, it takes paint or other finishes without "grain raising" and holds them lastingly. In accordance with high industry standards, Ponderosa Pine windows are available toxic preservative treated at the factory—an additional safeguard against moisture, decay or insect attack. And Ponderosa Pine windows and doors offer you a wide scope of choice, because they are made in many styles to fit any style of architecture.

Fonderosa Pine Woodwork
Dept. SAB-6, 38 South Dearborn Street
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Please send me a copy of "Today's Idea House." (Please print)

Mail the coupon for your copy of "Today's Idea House"—a 32-page booklet full of photographs and useful information about Ponderosa Pine windows, doorand frames.

Wire Netting Used To Reinforce Interior Plaster

BECAUSE of its resistance to surface cracks, woven-wire netting is maintaining a wide use in the reinforcement of interior plaster, particularly in homes in the middle-price range.

According to representatives of the Keystone Steel and Wire Co., Peoria, Ill., manufacturers of Keymesh netting, the addition of the steel wire reinforcement adds to the cost of lathing but improves the plaster's durability, thereby adding



1. WIRE netting is applied to rock lath



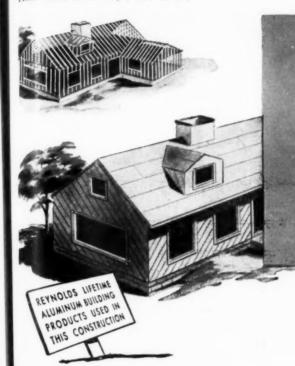
2. FIRST plaster imbeds reinforcement



3. FURRING nails space fabric at 1/4 inch

a value to the home which outweighs the extra cost.

(Continued on page 204)



The closer you get to windows-the more clearly you see Reynolds four-point superiority

Mechanical joints, riveted.

Muntin, full size section. All members can take

insulating double-glass.

REYNOLDS ALUMINUM RESIDENTIAL CASEMENT. FIXED AND PICTURE WINDOWS

Four-point superiority in engineering detail, complete in all fittings for any kind of construction. 98 types and sizes available. Write for 16page booklet, including installation diagrams. Reynolds Metals Company, Window Division, louisville 1, Ky. Offices in 32 principal cities.



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ustproof permanence at bout half the price of other stproof materials. Exclusive eynolds stipple-embossed hish...half-round style also vailable plain. Slip-joint pplication — no soldering.

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- *Gutters and Downspouts
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*Stipple-embossed finish

Straight, 30°, 45°, 90° horizontal and

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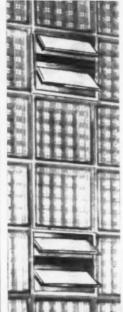


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Easy to install in new or old glass block installations. Stainless steel body. 3 sizes to replace 3 standard sizes of glass block. Inside glass louvres easily adjustable.



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Please rush me folder A-6 and price list on Mil-waukee Combination Sash Balance Weatherstrip



Smooth, positive action, accurate balance plus seal against draft, dust, moisture.



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Public Unfamiliar With Maple Floor Gradings, MFMA President Says

BUILDING OWNERS, factory operators, school authorities and householders do not understand the meaning of the three grading designations used by manufacturers of maple flooring, according to W. C. Abendroth, president of the Maple Flooring Manufacturers Association.

Abendroth, addressing a group of Northern flooring manufacturers in Chicago recently, said that "architects, engineers and lumber people in general are quite familiar with the true significance of these grading terms," but they rarely have the time and opportunity to explain them to the public.

Pointing out Third Grade Northern Hard Maple to illustrate the point, Abendroth said "as inspected, graded and marked by the Association, it differs but very slightly in its service characteristics from the higher grades."

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Interesting grain formations, more pronounced variations in coloration, permitted in the Third Grade classification, often appeal to the craftsman who admires fine wood for the beauty that nature put into it, he said.

While Third Grade Northern Hard Maple flooring is less desirable for industrial floors where very heavy trucking is carried on, the flooring was recommended for many normal uses.

Sewall Paint & Varnish Co. Gets New Sales Manager

W. C. McCASLIN, general manager of Sewall Paint & Varnish Co, and vice president of American-Marietta Co., the parent organization, announces the appointment of Fred Cummins as manager of trade sales and factory branch offices, with head-quarters in Kansas City, Mo.

Cummins, who was assistant sales manager for Sewall at the time of his advancement, has been associated with the company for 16 years in sales and administrative service.

Wire Netting

(Continued from page 200)

The Keymesh netting used in covering ordinary rock laths in ceilings is one inch by 20 gauge. This is applied in 3 foot widths, lapped 2 inches at the edges, and down 4 inches on walls. A lath nail is tapped in, then bent to fasten the fabric close to the lath.

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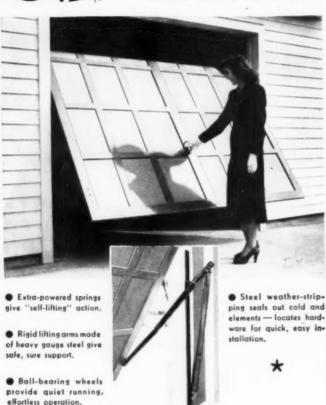
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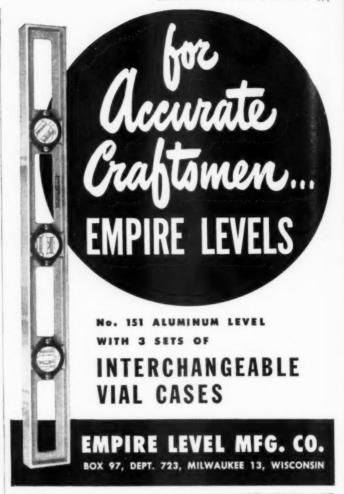
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The low-priced No. 77 Unit is made to fit openings 8' wide by 6'8" high. The 24-plywood-panel door is substantially built. Has 11/8" stiles and rails . . . is fully water-repellent and toxic treated to resist rot. It's pre-fitted and pre-bored for quick, easy installation.

The completely new No. 77 embodies many of the established and popular features of Frantz "Over-the-Top" Door Equipment. Write today for complete information.

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FRANTZ MANUFACTURING CO., STERLING, ILLINOIS



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COSTLY HAND SANDING

Pays its way quickly on new or refinished work—
 SANDS CLOSED CORNERS CLEAN—fine on dry wall construction—plaster patches—treads and risers—cabinets—

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Write for 10-Day Free Trial Offer



Here's something Bill the Builder will never say



Here's why . . . Bill never has to "tear hair and swear" while he waits out window deliveries because he gets the aluminum window he wants . . . delivered quickly in the size and style he wants . . . sent straight to the job . . . ready to install!

Yes, Bill and lots of other smart builders the country over always say "Alwintite." They know it's a good way to save time, trouble and money on every job.

When you say Alwintite, you get your windows right out of stock—direct from a dealer in your area. No waiting for orders to go "back to the factory." No time lost while shipments travel cross-country.

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With Alwintite's new combination Fin-Trim, installation is only a matter of seconds. Just open the carton, set 'em in place and nail 'em in. That's all there is to it. There's no painting, no "extras" to buy, no adjustments to make.

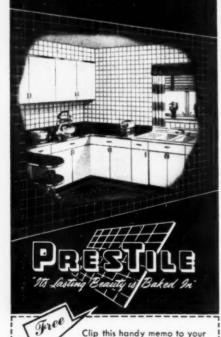
Your Alwintite dealer offers you a complete line – 25 stock sizes and eight styles to choose from, plus mullion windows, picture windows, basement windows, screens and storm sash. All meet F.H.A. requirements. For complete information write to THE ALUMINUM WINDOW CORPORATION, a subsidiary of General Bronze Corp., 606 Stewart Ave., Garden City, N. Y.





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Please send me free samples and Dealer's Merchandising Kit—"How to Make More Profits from Tileboard."

Your Name.....

NEW WARM AIR HEATING METHOD

DEVELOPMENT of a new heating method which blankets the cold outer walls of a room with warm air has been announced by the General Electric Co., Bloomfield, N.J.

Use of a standard four-inch stovepipe in place of tailor-made rectangular ducts will cut installation costs as much as 50 per cent, and design features will provide for more efficient heating, according to Harold F. Smiddy, company vice president and general manager of the Air Conditioning department.

The new method of warm air heat distribution, known as "General Electric Air-Wall Heating" was displayed to the general public for the first time at the National Association of Home Builders Exposition in Chicago. Several test installations have been made in newly constructed homes.

Registers and grilles of the new system direct the forced warm air upward in a fan-like pattern in front of the wall, and, according to the company's engineers, no movement of air can be detected several inches from the front of the grille.

Good circulation of air within the room with this system reduces the tendency of warm air to cling to the ceiling and brings about warmer floor temperatures, the engineers said. Freedom of furniture placement is possible, since pieces may be placed directly in front of the register without interfering with air circulation, and draft problems are minimized.

The new unit circulates approximately 30 per cent less air than customary warm air systems, engineers



FITTING register to register box on cutaway model of typical home installation stated. Air is supplied at somewhat

stated. Air is supplied at somewhat higher temperatures for mixing with room air as it leaves the registers.

(Continued on page 212)



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OPERATION

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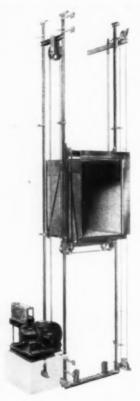
Master Rule Mfg. Co., Inc. 201 Main Street, White Plains, N.Y I enclose \$2.25 for the 6 ft. Streamline \$2.50 for the 8 ft. Streamline Engrave my name (75c extra). Please print clearly. NAME ADDRESS STATE

New Electric Freight Elevator is Self-Supporting

Inexpensive to Install



rise is limited to 35 feet—sufficient for a three story building. As illustrated, the elevator is installed as a complete unit in a new or existing hoistway. Only 11 feet of headroom is needed above the top floor landing. Expensive construction, such as a penthouse on top of the building for the electric motors and other operating machinery, overhead supports, roof alteration and building reinforcement, is eliminated. As the elevator supports itself, no heavy strain is placed on no heavy strain is placed on the building. The weight of car, load, hoist ropes and sheaves is carried by three guide rails in the hoistway and transferred to the bottom of the shaft. The elevator can be operated by any employee without special training. For complete details, write for Bulletin B-720H. Address: Otis Elevator Company, 260 11th Avenue, New York 1, N. Y.



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Main Entrance for Victor Carlson Prospects is Through

HOTPOINT All-Electric Kitchens



CARL V. CARLSON President, Victor Carlson Sons Minneapolis, Minn.

"WE SHOW our Hotpoint Kitchens first. This puts prospects in a buying mood. The entire house seems to take on greater value out of all proportion to the extra cost when you add Hotpoint All-Electric Kitchens."

• THAT'S THE ENTHUSIASTIC report of Carl V. Carlson whose homebuilding firm has installed 160 Hotpoint All-Electric Kitchens and plans a substantial increase in these sales-clinchers for the future.

• MORE AND MORE builders and architects are finding that Hotpoint Kitchens add that magic touch of

extra value needed to justify today's prices. Financing is easy because in most states the cost of kitchen and house can be combined in a "package mortgage."

• IT WILL PAY YOU to investigate the extra value Hotpoint Kitchens will give your houses. Consult your Hotpoint distributor or write to Hotpoint Inc. (A General Electric Affiliate) 5600 West Taylor Street, Chicago 44, Illinois.



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- Dua-Laps can be laid with a full 12" or 14" exposure over solid or spaced sheathing. Butted, squared and tapered perfectly for easier application. The double coursing gives double insulation value and double beauty, offers home owners double economy in maintenance.

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STAINED SHINGLE CO.

GENERAL OFFICES COR. SPRUCE ST. AND DENNISON AVE.

COLUMBUS 8, OHIO

New Heating Method

(Continued from page 208)

The small stovepipe ducts dampen furnace noises thoroughly; and register louvres are designed to diffuse



OPENING and closing Air-Wall Heating Register is very easily accomplished

the air silently. A positive shut-off on the register prevents "whistling" when closed.

A feature of the new system, in keeping with the present need for low-cost housing, is the low installation cost, Smiddy pointed out. The prefabricated ducts are easily assembled, and two men can install the ducts in the average six-room house in one day, he estimated.

Use of adjustable elbows eliminates the hand-tailoring now necessary where rectangular ducts are used. The standard pipes and elbows, and factory-built register boxes and grilles, constitute a "package heating system" that is sent as a unit to the home site, Smiddy added.

The new system can be used with either the company's gas or oil-fired furnaces. Each small duct comes directly from a plenum chamber above the heating unit, and can be adjusted by the home-owner without disturbing heat distribution or balance in other rooms.

FHA-Insured Loans Since 1934 Set at \$31/3 Billion

THE Federal Housing Administration, from August, 1934, through December, 1948, insured \$3,338,550,-288 of Property Investment Loans under Title I of the National Housing Act., according to an announcement by Arthur J. Frentz, assistant commissioner.

NPDA-NBMDA Meet Set For June in Chicago

THE seventh annual convention of the National Plywood Distributors Association and the National Building Materials Distributors Association will be held at the Edgewater Beach hotel, Chicago from June 13 to 15. bring in the beauty

but . . . shut out the weather!

Today, you can give home-owners plenty of "view"—plus new, scientific protection from wind, dust, heat and cold! That's why Curtis Silentite windows are so often first choice where comfort and fuel savings are important. These Curtis windows are truly weather-tight.

Curtis Silentite double-hung windows have exclusive weather-stripping features, such as the patented "floating" weather-strips that press snugly against the sides of the sash...yet allow easy movement. Silentite windows, too, are wood—with the natural insulating qualities for which wood is well-known. Made of Ponderosa Pine, toxic and water-repellent treated, Silentite windows also provide extra durability and long-lasting value. And, of course, they have no weights, cords or pulleys to get out of order.

for better casements - SILENTITE!

If the owner's choice is casement style windows—investigate the Silentite casements. Here is an insulated wood casement with special features that assure less air infiltration than other types.

A major improvement in casement design provides draftless ventilation. The sash is thoroughly trouble-free—can't rattle, vibrate or swing in the wind. No bulky hardware on the inside—no exposed hardware on the outside. Made in several sash styles.



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the "Insulated" window

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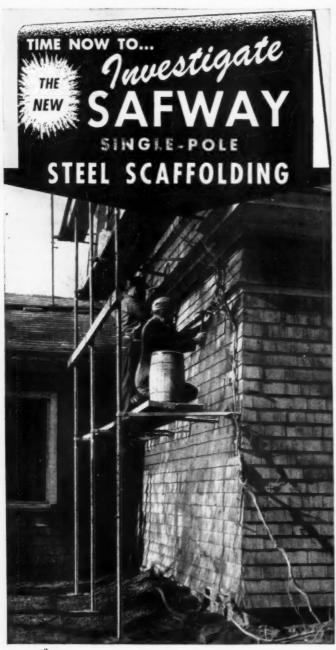
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Erected in a Fraction of the Time Required for Wood Scaffolding

Here's a real time and money saver for your light construction work, building maintenance and other similar jobs. SAFWAY Single-Pole Steel Scaffolding eliminates the need for heavy, awkward wood scaffolding... permits substantial savings in both material cost and crection time. No special tools are required.

This light, flexible equipment consists of an assembly of tubular steel poles, joined with simple coupling pins. Sturdy bracket arms, anchored in wall plates, provide platforms at any desired levels. Adjustable bases permit compensating for uneven or sloping ground.

There is no wear—SAFWAY Single-Pole Scaffolding may be re-used indefinitely in any form. Bracket arms fold against poles for compact storage.

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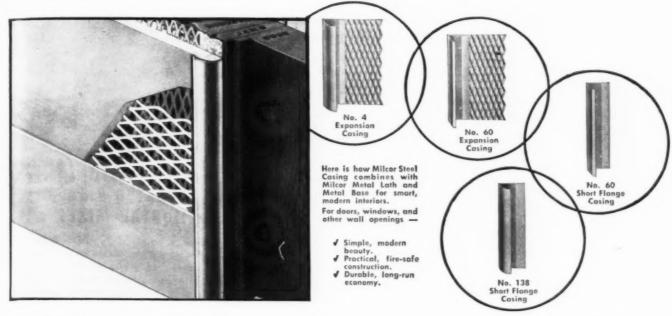
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Milcor Steel Casings give your customers' jobs good looks that last and cost less

Speed up your jobs, increase profits — and please your customers every time!

You save so much on construction time that Milcor Steel Casings actually cost less than wood construction. The beauty and permanence of steel are extra dividends.

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- 3. Durable, lasting beauty: Steel resists fire, impact, and other wear for years.
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Milcor Casings are one part of the complete Milcor Metal Lath line of steel building products, all designed to work together. Standardize on the complete line of Milcor Metal Lath products for every job you do. You deliver the finest modern fireproof construction and the smart, simple beauty now in demand. And you keep profitable business coming your way!

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Results of Study on Kitchen Cabinet Space Published by Hotpoint

RECOMMENDATIONS as to the amount of cabinet space needed in modern kitchens using factory-built cabinets, based on research conducted by the University of Illinois, have recently been published in a bulletin by Hotpoint, Inc., Chicago, Ill.

The current bulletin is in addition to the manufacturers' monthly "Plan-It" series, produced to supplement regularly scheduled kitchen planning schools for dealers. The University's Small Homes Council and Agricultural Experiment Station cooperated in the special study under a grant made by Hotpoint. A University circular, one of a series on small homes, also contains the findings of the research.

The study furnishes specifications on ample and limited space for liberal and limited kitchen supplies and discusses problems in the storing of supplies without crowding. It recommends that cabinets be grouped around four functional work centers—mix center, range, sink and serve center—each equipped with storage cabinets, work surfaces and the appliance associated with its function.

Other recommendations were: (1) That the height of top shelves in cabinets should not exceed 72 inches, a figure described as the maximum reach-grasp for a woman of average height; (2) Use of cabinet widths designated for limited list of supplies for families of less than four; for larger families use of cabinet widths for the liberal list; (3) Where cost makes it necessary to use minimum space requirements as a temporary measure, the architect and builder should allow enough wall space to increase cabinet space for later needs.

The Small Homes Council's recommendations were intended as a guide for architectural planning.

The study of small house plans revealed that, in general, kitchens were inadequate and poorly arranged. Particularly neglected in small home planning was provision for adequate cabinet storage space in kitchens.

The special cabinet storage bulletin is being made available to any one interested in the study, the manufacturers said. The regular monthly bulletins are mailed on a nominal subscription basis.



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you have been looking for . . . a mixer that can really take it, equipped with a big 4½-hp. Briggs & Stratton air-cooled engine, and driven through quiet roller chains, cut-tooth sprockets and cut-tooth gears. It has 5.50 x 16 tires, disc wheels with Timken bearings, and a hinged safety grating with a time-saving bag splitter.

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- Mounts in ceiling directly above stave—instantly catches heat, grease and odors as they rise.
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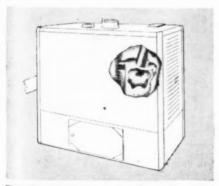
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Four million families will see the above advertisement in the June 25th issue of the Saturday Evening Post. It is the second Post page in a series describing the Certigrade National Home, an extensive home building promotion program developed by the Red Cedar Shingle Bureau and designed to steer inquiries *your* way. Detailed blueprint plans and material lists for this well-designed home are

available to retail lumber dealers from National Plan Service, Chicago. Be prepared to capitalize on this program. Order free point-of-sale helps, including newspaper mats, large color poster, etc., from—

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Boice-Crane offers a complete line of cutters for this large capacity shaper for producing commercial sash, doors and millwork. You can run wide mouldings and raised panels in one cut with our Ogee Sash Cutter sets.

The Boice-Crane is the only shaper using both 1/2" and 3/4" bore cutters on a solid, one-piece vanadium steel spindle—stronger, more accurate and safer than any 2-piece type. Merely invert the quill to change from 3/4" to 1/2" arbor without spe-lal tools.

Large 1" diameter precision ground spindle, carried on two high quality dust and grease sealed ball bearings, stays true even after years of running wide, deep cuts.

The 20" x 27½" table features a large opening with provision for nested table rings, with these advantages: (1) All cutters, up to 6¼" diameter lower below table to undercut for greater safety. (2) Undercutting lessens danger of springing spindle. (3) Undercutting brings cutters closer to spindle bearings to reduce strain and wear.

SPECIFICATIONS:

Table with Front Wing: 28" x 271/2".
Table-Opening Djameters: 61/2",
31/2", and 2". Widest Bevel Edge Knife

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PARIL SERVE	Capacity: $2\frac{1}{2}$ ". Widest Wing-Type Cutter Capacity: 3". Vertical Spindle Travel: $1\frac{3}{4}$ ". Height from Floor to Table: 35 ". Power: $\frac{1}{2}$ h.p. for Cutters $3\frac{1}{2}$ " and less, 1 h.p. for cutters over $3\frac{1}{2}$ ".	DE LA SECTION DE
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How Tools With Indented Letters Can Be Cleaned

WHEN the indented letters or figures of measuring tools, squares, or other tools become blurred from age the accumulations of dirt in the indentations can be removed with a wire brush. But, though the tool may still be in good condition, its days of usefulness are over unless its figures and letters are clear enough for easy, accurate reading.

An easy way to clean and repaint these indentations, with materials available in nearly every home, is explained in a "How-To-Do-It" suggestion by Raymond R. Neal, Phoenix, Ariz.:

If there is enamel present, it can be removed from the indentations with common lye. Acid may also be used, but lye is safer. Make a strong lye solution and apply to indentations with an old tooth brush or paint brush. Allow the solution to act for a few minutes and then dry with cloth. Repeat the lye treatment if any enamel remains; enamel should be completely removed in order to assure thorough spreading of new paint over small indentations.

Pour a small quantity of vinegar over tool to stop action of the lye; then wash with soap and water to remove lye and vinegar. This minimizes the possibility of incurring burns from lye solution. Then dry the tool thoroughly, either by heating or placing in the sun.

Repaint with the desired color of paint or enamel, covering the entire tool. After the paint has set for a few minutes, remove it with a cloth, applying strong pressure; sufficient paint will still remain in the indentations. If all paint cannot be removed before it dries, sand off the remainder with a fine grade of emery paper, taking care not to scratch the tool badly.

Allow tool to dry several hours before using it, in order to prevent dirt or grease from marring the new paint surface.

If the tool is badly scarred or dented, it should be filed or sanded before removal of enamel.

Fremont Company Expands

THE ADDITION of fifty per cent more floor space and the installation of twice the amount of their present equipment is part of an expansion program announced by the Fremont Rubber Co., Fremont, Ohio, By August 1, this will result in a 100 per cent increase in the production of Fremont rubber floor tile, according to R. P. Johnson, president of the company.

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Changes air in average kitchen every three minutes! Quickly, quietly whisks out heat, odors, grease and dust... without drafts. Attractive... easy to clean. Just one control operates both outside door and fan.

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meets FHA Vapor-Barrier Requirements
(Class A, Federal Specifications UU-P-147)

This new insulated DRY WALL construction (SISALATION plus SISALKRAFT) combines insulation and vapor-barrier advantages at very low cost... helps stop passage of harmful moisture into walls! SISALATION, bowed in between studs, provides TWO insulating air spaces, and its reflective surface helps keep homes warmer in winter, cooler in summer. Heavily reinforced by crosslaid sisal fibres, tough and strong, SISALATION and SISALKRAFT remain in place, permanently and effectively, for the life of the building. Here is quality construction with true economy!

The SISALKRAFT Co., 205 W. Wacker Dr., Chicago 6, III.

New York 17, N. Y. • San Francisco 5, Calif.

MAIL 1	THIS COUPON NOW!
The SISALKRAFT Co., Dep	pt. AB, Chicago 6, III.
Please send samples of	of SISALKRAFT and SISALATION
for modern DRY WA	LL construction.
Name	
Address	***************************************
City & Zone	State
Modern DRY	WALL CONSTRUCTION
merits y	our endorsement

BUILDERS • CONTRACTORS



Basic Length 24 ft. ● 1732 ft. Maximum Lift 8' and 14' Extensions Available Also Available: 16' Elevator (Same Design)

Write for FREE Literature and Prices!

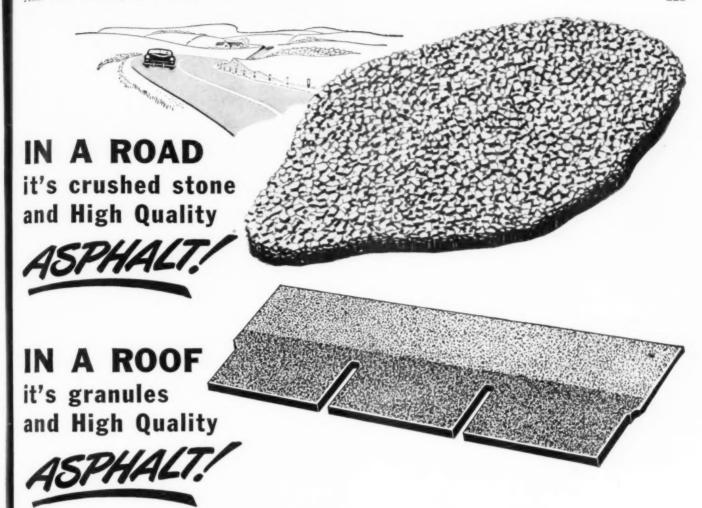
SAM MULKEY COMPANY

1621-KG Locust

(Extra)

Kansas City 8, Mo.





... and TEXACO is one of the world's largest producers of high quality asphalt!

ACTUALLY a good road and a good roof are much alike. They're basically the same—crushed stone, or granules, and high quality asphalt, the greatest weather- and waterproofing element known. That's why both can stand up under the punishment they must take.

In a good road, crushed stone, carefully selected and graded, is combined with high quality asphalt—to produce a resilient, weather-, water- and wear-resistant surface. In a good roof, mineral granules, carefully selected, colored, screened and graded, are imbedded in high quality asphalt—to produce a resilient, weather-, water- and wear-resistant surface.

Thousands of miles of roads are paved with high quality Texaco asphalt. And thousands of homes, farm and commercial buildings are roofed with high quality Texaco asphalt.

Producing and refining crude petroleums,

Texaco is in a unique position to select the exact right grades of asphalt for every product. This asphalt know-how means mighty good roofs for America—and mighty fine products for Texaco Roofing Dealers.





TEXACO

ASPHALT SHINGLES and ROOFING

SOLID ROOFING ASPHALT

MEMBER OF THE ASPHALT ROOFING INDUSTRY BUREAU

Your COSTS COME DOWN with EVEREADY BRIKSAW





Lowest masonry cutting costs are yours ... you can actually save the cost of your EVEREADY BRIKSAW on 1 job and you can do better work faster because BRIKSAW has these

Exclusive EVEREADY FEATURES











WET OR DRY CUTTING

Take your choice...change in a second from dry cutting to dustless wet cutting. 4 seconds to adjust cutting head height with "Adjusta-Height"! Blade pressure automatically adjusts to hardness of material. "Toe-Matic" provides instant head angularity control. 21 seconds to remove cutting head, instant portability.



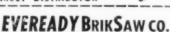


EVEREADY slices through
ANY material ANY SIZE in
seconds...wet or dry. Can be
bought equipped originally for
dry cutting. Later inexpensive
wet cutting kit can be installed in a few minutes.

WRITE FOR NAME OF NEAREST DISTRIBUTOR

dry or wet cutting. Diamond blades for wet cutting. A blade for ANY job

Abrasive blades for



1505 S. Michigan Blvd., Chicago 5, III.
Without obligation send information
on EVEREADY BRIKSAW and blades
for cutting . . .

NAME	
ADDRE	.55

STATE

New Soil Pipe For Above Ground Use

NEW TYPE soil pipe and fittings for above ground plumbing installations are now available, offered by the General Aluminum Supply Corp., Kansas City, Mo. Made of aluminum, a five-foot length of 4-inch single hub soil pipe weighs 13 pounds, and a stack of several joints may be handled by one plumber.

The soil pipe, GASCO, caulks conventionally with lead and oakum. While lead is the conventional caulking material, molten sulphur can be used advantageously.

Plumbers use the conventional cold chisel method of cutting the aluminum soil pipe. By this method it will not crack or split. A cutting tool or hack saw may also be employed to cut the material.

Protection for the aluminum is obtained by dipping the pipe and fittings, to give it a special coat of corrosion resisting asphalt. The pipes and fittings should not be used where excessive quantities of strong alkaline solutions are in constant use as a waste product. While some soap solutions are alkaline in character, the ordinary soaps do not contain materials which damage aluminum.

It is recommended that aluminum fittings be used with aluminum pipe wherever possible. Acceptable cathodic protection for bell and spigot joints connecting aluminum to iron may be obtained by centering and seating the pipe on an insulating washer such as neoprene or micarta, caulking the bottom of the joint tightly with oakum, basolite or equal and filling the remainder with molten sulphur or lead. It is best not to connect brass or copper directly to aluminum pipe.

New Distributor For Fiberglas Announced

APPOINTMENT of the Insulite division of the Minnesota and Ontario Paper Co., Minneapolis, Minn., as a national distributor for Fiberglas insulating wool was announced recently by M. C. Fairfield, Insulite sales manager. The wool insulating material is manufactured by Owens-Corning Fiberglas Corp., Toledo, Ohio.

Fairchild said that Fiberglas insulating wool would supplement the present Insulite line of structural insulation boards. The new insulating wool will be produced as a batt, roll blanket, general utility batt and as a pouring wool, in one, two and three inch blanket thicknesses.

Pamphlet Describes Housing in Europe

A PAMPHLET describing the part bureaucracy and government controls play in intensifying the housing shortage in Europe, where it is more severe than here, has been recently published by the Realtors' Washington Committee of the National Association of Real Estate Boards. Its title is "Notes on Housing in Europe."

The illustrated pamphlet was written by Charles T. Stewart, NAREB public relations director, who made a housing study on a European trip last summer.

Credit Convention Told Promise Fulfillment Is Measure of Integrity

THE credit of the world rests upon the fulfillment of promises, and it is the duty of credit executives to insist that promises be made good so that faith in mankind will not suffer, Henry H. Heimann of New York City, executive manager of the National Association of Credit Men, told the delegates to the 53rd Annual Convention of the nation-wide credit men's organization. Approximately 2,000 delegates from all of the larger markets in the United States applauded Heimann's address on the general theme of "Promises vs. Performance,"



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 Beautiful bathrooms win more acclaim from home owners and their guests than practically any other room in the home. So the bathrooms of your houses are long-lasting advertisements of your discrimination as a quality builder.

Buyers of the homes you build will be enthusiastic in their joy with the sparkle of AllianceWare porcelain-on-steel sanitary fixtures that stay young year after year. The beauty of AllianceWare makes a wonderful appeal to home owners.

Your customers will be delighted, too, with the convenience of the wide seat which is an integral part of the outer rim of the AllianceWare tub illustrated here.

And you, as the builder, will appreciate Alliance-Ware's wallguard construction—an integral flange extending upward a full inch from the rim of the tub where it joins the wall. Concealed behind the wall tile or plaster, this wallguard provides a permanent water-tight seal of tub to walls. Neither can an AllianceWare tub shift from its permanent position—the AllianceWare method of installation prevents shifting and settling.

Builders from coast to coast are finding complete satisfaction for both themselves and their owners with AllianceWare. Your plumbing contractor can give full details of AllianceWare. Or write us for catalog sheets.

ALLIANCEWARE, INC. . Alliance, Ohio

Bathtubs • Lavatories • Sinks

AllianceWare

Ame



Bostitch H2 Self-Feeding Hammers DO TWICE THE WORK WITH HALF THE EFFORT

See what you gain when these Bostitch Self-Feeding Hammers replace hammer and nails for putting up insulation and building paper, laying roofing, and for other light nailing jobs. Every effortless flick of the wrist places and drives home a sturdy staple (up to ½" long) like a two-pointed nail. The other hand is free for closer control and faster placing of the work. No fumbling nails . . . no mouth infection . . . no finger injuries. The rubber grip protects the worker's hand. Quick and easy to load. Add up all these advantages and you'll agree that you, too, can do twice the work with half the effort with Bostitch H2 Self-Feeding Hammers. Try them and you'll agree with a big contractor who says: "We are able to bid lower on jobs and they have made a marked increase in our volume of work."



New Hammer for Roofing. Here's the new H4 version of the popular Bostitch Self-Feeding Hammer. Drives heavy wire staples up to ¾" long with a single blow. Cuts roofing time in half or more. Its longer reach also cuts down staging needs. Many other uses in construction work.



How to Speed up Tacking. This Bostitch T5 Gun Tacker shoots staples in ... within 1/16" of corners, closer than any other tacker. A time-saver for applying insulation, metal lath over joints and corners ... a cost cutter on dozens of jobs.

LOOK INTO BOSTITCH

In building, as in other industries, you'll find Bostitch stapling tools fasten better and faster at lower costs. Fill in the coupon and get the proof,

BOSTITCH — 386 Mechanic Street, Westerly, Rhode Island
Please send me complete information about the time-saving, cost cutting uses for Bostitch machines in construction work.
Name Title Title
Firm
Address
CityZoneState,
BOSTITCH R ALL TYPES OF MACHINES FOR APPLYING STAPLES
fastens it better with wire APPLIED BY MACHINES

MR. DEALER:

Insure against gremlins when...
buying Steel Kitchen Cabinets



For your Protection

Buy steel cabinets bearing this Seal of Approval.

*If you don't know the hidden weaknesses which the gremlins are sure to find in untested steel kitchen cabinets, write for a copy of bulletin number A6.



STEEL KITCHEN CABINET INSTITUTE

140 PUBLIC SQUARE . CLEVELAND 14, OHIO

SPEED CONSTRUCTION, REDUCE COST

WITH ZONOLITE* VERMICULITE PLASTER



LIGHTWEIGHT sticks better, fewer droppings



NOT BRITTLE absorbs shock and impact



LESS SETTLEMENT eliminates source of many cracks

Only ZONOLITE Plaster Gives ALL These Extra Advantages:

- Three times lighter than ordinary plaster.
- Four times more fire resistant than ordinary plaster.
- Resists chipping and cracking.
- Fireproofs steel columns, beams, etc.
- Applies easier—less tiring to workmen.
- Ends plasterer's biggest headache—the frozen sand pile.



For FREE information about Zonolite Plaster, write to Dept. AB-69.

ZONOLITE COMPANY

135 South LaSalle Street Chicago 3, III.

Zonolite is a registered trademark of Zonolite Company



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They read
House Beautiful
because
they want the
finest
building
materials
and they get
the finest because
they read

House Beautiful

The magazine that creates more Sales Action

Manhattan Shoppers Vote on Magazine Preference

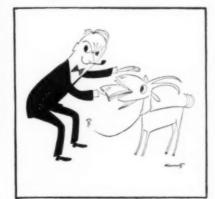
Fact Finders Associates, Inc., wellknown research organization, recently sent investigators into the home furnishings departments of one of the largest department stores in New York City to determine their magazine reading habits. The thinking behind this study, which was also conducted in other cities across the country, was that the real value of a magazine is determined by the amount of Sales Action it creates at the point-of-sale. It is obvious that some magazines, because of their function and their editorial techniques, are more influential in creating this Sales Action than others. And, in the last analysis, it is this ability to deliver purchasers at the point-of-sale that makes a magazine valuable to the manufacturer.

• One of the questions asked by Fact Finders was: "What magazine featuring home furnishings have you read in the past month?" Shoppers replied as follows:

replied as rollows.
House Beautiful
Good Housekeeping
Better Homes & Gardens
House & Garden
Ladies' Home Journal
American Home
Woman's Home Companion
McCall's
Life
Saturday Evening Post

Other magazines received so few mentions that their inclusion in this tabulation would serve no useful purpose.

These figures are especially indicative when it is considered that all but one of the magazines listed have several times as much circulation in New York City as *House Beautiful*. This is a further demonstration of the fact that the active quality market supplied to advertisers by *House Beautiful* has the surplus spending power to produce volume sales economically.



DON'T LET YOUR WIFE READ HOUSE BEAUTIFUL unless you want her to buy a house.



SUMMER AND

You get air circulation in summer and automatic gas heat in winter all from one Reznor Heater. More Reznors in use than any other... exclusive gas heater manufacturers since 1888. Summer installations are quick and easy. Catalog shows extra features. Write today.

FULLY AUTOMATIC
EXTRA LARGE FAN

SPECIAL HEAT EXCHANGER
STRONGER CONSTRUCTION
MORE ECONOMICAL
LUW COST INSTALLATION

ALUMINIZED STEEL INTERIOR UNIT

REZNOR MANUFACTURING CO.

17 UNION ST. . MERCER, PENNA.

Gas Heaters Since 1883

Certain-teed President Names Meyer as Assistant

MALCOLM MEYER has been appointed assistant to the president of Certain-teed Products Corp., Ard-



MALCOLM MEYER

more, Pa., the firm's president, Rawson G. Lizars has announced.

A native of California, Meyer joined Certain-teed in 1937 and has worked in various capacities in the company's West Coast facilities. He will now make his headquarters at the general offices in Ardmore.

Price Cut Announced

THE Thor Corporation, Chicago, recently announced a 13 per cent cut in the retail price of its line of automatic clothes and dishwashers.

Announce Appointment of Assistant to Fiberglas General Sales Manager

APPOINTMENT of E. W. "Pat" Smith as special assistant to the general sales manager of Owens-Corning Fiberglas Corp. is announced by Ben S. Wright, general sales manager.

Smith, until recently, was vice president of sales for the Philip Carey Manufacturing Co. Previously he served in various sales capacities with Johns-Manville Corp. and Certainteed Products Corp. He is president of the Asbestos-Cement Products Association, past chairman of the board of governors of the Asphalt Roofing Industry Bureau, a committeeman of the Producers' Council, and a director of the National Mineral Wool Association.

A member of the American Society of Civil Engineers, Smith is a graduate of the University of Illinois.

Fast Moving Job Performed

THREE houses in Albany, N.Y., were moved a distance of 300 feet within seven hours by a giant 20 ton Lorain Moto-Crane, manufactured by the Thew Shovel Co., Lorain, Ohio. The houses were picked up by slings attached to long eye bolts at each corner. Kilby Bros., Albany, did the work.



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Ohio

Co.



longer-wearing • dual-purpose • self-cleaning

GOLDBLATT TOOLS

Goldblatt masonry tools save time, work, money. For 64 years, skilled craftsmen have chosen Goldblatt because Goldblatt tools are forged stronger, balanced better, more comfortable, non-corrosive. Every Goldblatt tool is guaranteed for materials and workmanship.

Look to Goldblatt for the finest in masonry tools - and the finest in service. All orders shipped within 24 hours. Please send money order or check with your order. Add 5% for packaging and postage.



Write Today for FREE Catalog

Send for 1949 80-page illustrated catalog describing largest and most complete line of masonry tools for your trade, including Steel Mortar Boxes and Transit Levels.



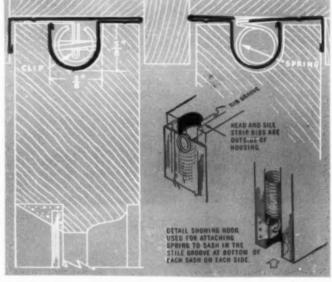


LOOK!

Balance Sash and Weatherstrip with One Enclosed Unit

It is completely enclosed.

OR YOURSELF. Give your client a beter installation and better such control by using this ombination Soch Balance and Weatherstrip Unit. The ALLMETAL Sast Balance is rolled from one piece of metal and new engineering principles have been applied, to give thue two-way balance action - making use of both spring tension and metal tension - thus gaining stability. In raising and lowering sash, spring housing (in itself the most effective weatherstrip) compresses against groove yet does not hinder vertical movement. Hemmed side ribbing against the stops gives additional weatherstrip protection. Spring never shows.



- 1. Spring for vertical tension.
- 2. Enclosed housing for lateral stability and neater appearance.
- 3. Complete metal runway coverage.
- 4. One-piece tubular housing conceals spring.
- 5. Specially designed sash clip for secure spring holding.
- 6. Full 3/4" x 3/4" sash groove (after fitting).

Write today for complete details about this new, better, econom-Ical window equipment which saves so much in labor and time.

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W	77	731		TR			M	PA	N
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ALLMETAL WEATHERSTRIP CO.

2243 North Knox Avenue, Chicago 39, Illinois

Gentlemen: Please send me complete information and prices.

Name			
Address			_
City	Zone	State	



Americ



oh, what

sales FEATURE

Here is an "automatic hand" that actually reaches out and pulls doors shut. — Even warped doors...obviously a boon to every home owner.

> NO MORTISING

SURFACE ATTACHMENT CONCEALED **OPERATION**

Win-Dor Snugger is a simple fool-proof spring-activated automatic closing device that works like magic on any size door. There is a properly tensioned spring housed for horizontal or vertical installation (at top, bottom or sides in cabinets and cupboards). This spring activates a lever which projects out beyond the housing to engage a hook on the door. The two parts are easily adjusted at time of installation and require no future attention. On small, light cabinet and cupboard doors with a "whip" there is no rebound - just smooth positive closing.

On larger doors there is a Snugger with 8 lb. pull. Snugger does the work of a latch so the economies as illustrated, add up in mighty worthwhile savings on large building projects. You save plenty of labor and hardware, for with the Snugger, only a knob is

See Your Builder's Hardware Dealer

WIN-DOR

The Casement Hardware Co. 406 NO. WOOD ST., DEPT. A, CHICAGO 22, ILL.

Series 47 Snugger 4 lb. pull

Series 48 Snugger 6 lb. pull

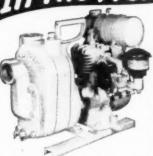
APPEAL IN YOUR HOMES with MODERNFOLD DOORS MORE WHERE CLOSURE PROBLEMS ARE TRICKY, employ Modernfold mag. ic. It simplifies closing off Pullman kitchens, bedrooms, alcoves, etc. AS A "MOVABLE" WALL Modernfold can be used to divide a large room into small private rooms. TO SAVE SPACE for all types of interior openings - ap-proximately 8 sq. ft. of space - space swinging doors

> Modernfold Doors are accordion-like in opening and closing ... add sparkle with their beautiful, washable fabric covering ... are rigid and strong—thanks to a sturdy metal frame. Write for full details.

modernfold

NEW CASTLE PRODUCTS New Castle Indiana

In Conada: Raymond Mfg. Co., Ltd., Montreal



Here's a handy pump that gives long, faithful service at lowest cost, This CMC DUAL PRIME Model 3M gives you the **big** advantages of exclusive CMC dual jet construction and advanced centrifugal design. Pumps up to 3000 gallons per hour. Open thrash type impeller handles solids up to 38'

Write today for latest catalog. CMC DUAL PRIME models are available in sizes from 112" to 10" - capacity from 3000 to 200,000 gallons per hour.

- Unmatched Self-Priming Speed.
- Suction Lifts of at Least 25'.
- Operates Successfully when Ordinary Pumps Lose Prime and Become Air-Bound.
- Tested Under Most Severe Conditions.

ONSTRUCTION ACHINERY 1949.

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Distinctive

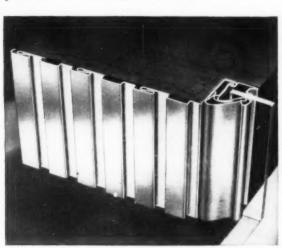
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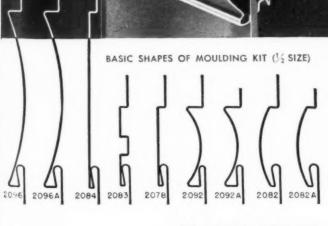
Pittco Premier Moulding Kit

• Most of the basic mouldings in the new Pittco Premier Moulding Kit are interchangeable, and may be combined, both horizontally and vertically, in a wide range of attractive patterns. Thus, a builder can give a distinctively different appearance to each of several adjacent store fronts through the selection and arrangement of a variety of mouldings.

The transom bar and jamb shown here illustrate two of the many moulding combinations possible with the new Pittco Premier Moulding Kit. Its basic shapes are detailed below, at left.

This versatile Moulding Kit combines easy, rapid installation with fresh style and beauty in the field of Store Front design . . . another result of "Pittsburgh's" constant research to be first with the solution to architectural and building problems encountered in the field.







PAINTS . GLASS . CHEMICALS . BRUSHES . PLASTICS

PITTSBURGH PLATE GLASS COMPANY

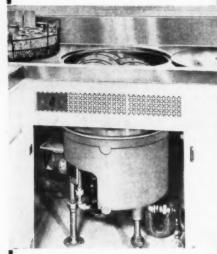
BUILDERS!

INSTALL
THE BEST!

Specify-

JACKSON BUILT - IN - HOME DISHWASHER

For more "SELL" to the homes you build, equip the kitchen with a JACKSON DISHWASHER. No other unit can equal the performance of this extremely fast-operating, dependable machine.



To install, simply cut hole in drain board and make hot water and drain connections.

- 70 SECOND OPERATION!
- EXCLUSIVE DOUBLE-REVOLV-ING SPRAYS!
- WASH WATER RECIRCULATED BY PUMP SYSTEM!
- FITS BEAUTIFULLY IN EVERY TYPE KITCHEN—NEW HOMES OR OLD.
- BACKED BY 24 YEARS EXPERI-ENCE IN THE DISHWASHING FIELD. PROVEN PERFORM-ANCE!

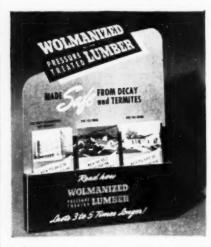
Write Today
for illustrated literature.

JACKSON DISHWASHER

DISHWASHING SPECIALISTS SINCE 1925 3703 EAST 93rd STREET CLEVELAND 5, OHIO

Dealer Sales Promotion Program is Organized By Wood-Treating Firm

A COMPLETE dealer sales promotion program, the first organized by a wood-preserving company, is now being made available to lumber retailers by the American Lumber and Treating Co., Chicago 4, Ill. The program provides a wide selection of advertising mate-



1. DISPLAY of items in sales promotion kit of American Lumber and Treating Co.



2. MANUALS describe treating processes

rial for the firm's "Wolmanized" lumber, which has been chemically treated for protection against decay and termites.

The promotional plan includes an explanatory manual which describes pressure-treating processes and illustrates the specific places in buildings where lumber needs preservative protection; and a bulletin which outlines the merchandising plan.

The promotional program, designed to assist retailers in merchandising treated wood on a local, small lot basis, is also being sponsored, in cooperation with the treating company, by manufacturers and wholesalers who supply "Wolmanized" treated products.

Other items in the promotional kit are three descriptive folders (covering the major building markets), a newspaper advertising mat service, and direct mail campaigns.



The TRUE "ECONOMY HOUSE"

YOUR PROBLEM: How to build houses more economically . . . yet of good appearance and of sound construction.

OUR ANSWER: Good appearance and sound construction cannot be achieved more economically than with interior plastering.

When wallboard is nailed directly to the rough framing, the resulting wall surface is no more true and even than any job of rough carpentry can be. The accepted standard APPEARANCE of a well plastered wall cannot be matched economically by means of rough carpentry.

Especially where houses are joined together of prefabricated frame units, plaster becomes all the more important, because plastering makes ceiling and walls of each room into one monolithic surface, free of joints. This accepted standard of sound CONSTRUCTION cannot be matched at all by means of any wallboard application.

For buildings large and small, finishing lime from Northwestern Ohio has long been the accepted standard.

Our twin brands: Ohio White Finish and Hawk Spread, scientifically processed from hand picked, kiln burned rock, are always of uniform good quality, 991/2% pure.

Easily identified by their zigzag bags, they should have your wholehearted approval. There is none better.

The OHIO HYDRATE & SUPPLY Co. WOODVILLE, OHIO



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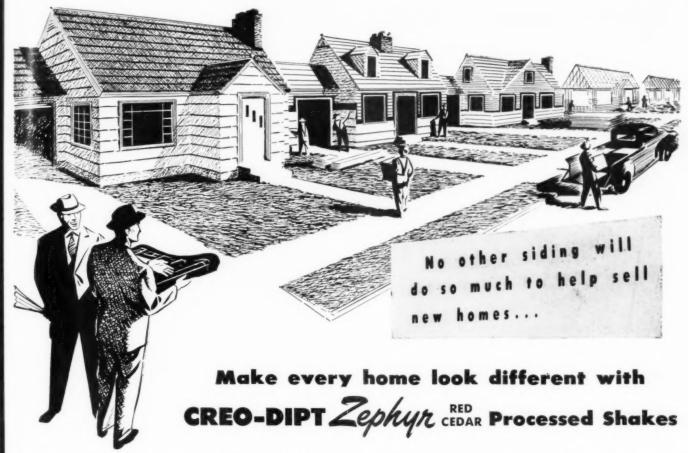
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Because they are available in a wide range of colors, CREO-DIPT Red Cedar Processed Shakes enable you to vary sides and trim to give every house in a row individuality. That means more buyer interest—more home sales. No other siding material can equal

the rustic hand-split look or the beauty imparted by the long exposure, rich texture and heavy butt lines of CREO-DIPT Processed Shakes. Another strong selling point is the durability of these shakes. They won't crack, chip or fade as do so many substitutes and imitations. Use CREO-DIPT Red Cedar Processed Shakes on sidewalls and CREO-DIPT Stained Shingles on roofs. Their quality will enhance your reputation as a builder—help you sell more homes.

DOUBLE WALL METHOD PROVIDES GREATER INSULATION AND AN EFFECTIVE WINDBREAK



We recommend applying CREO-DIPT Zephyr Processed Shakes over an underwall of Zephyr asphalttreated, weather-resisting insulating board. On new homes over wood sheathing, the Double Wall Method provides an excellent windbreak—will save so much in fuel and repainting costs that it is much more economical than clapboard per year of use.

100 SQUARE FEET UNITS



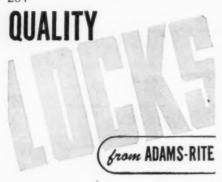
Each unit includes outer wall red cedar Zephyr Shakes, a package of Zephyr backing board for Double Wall Construction or undercoursing shingles for Double Coursing Construction, plus sufficient special, small head, rust-resisting nails for recommended exposure.

ANY CARPENTER CAN APPLY THEM

No cutting, fitting or painting on the job. The butts and edges of CREO-DIPT Zephyr Red Cedar Processed Shakes are trimmed so that edges are parallel and at right angles to the butt. The job is further speeded and simplified by the DOUBLE WALL METHOD. A template inserted in every third carton of Shakes makes it easy to get tight, clean corners.

Let your CREO-DIPT dealer show you the attractive colors and explain how easy it is to build more saleable homes with CREO-DIPT Red Cedar PROCESSED SHAKES for sidewalls—CREO-DIPT STAINED SHINGLES for roofs.

CREO-DIPT COMPANY, INC. . NORTH TONAWANDA, NEW YORK



THE ORIGINAL RITE-LOCK for **SLIDING DOORS**

Single assembly easily installed by simple cut-out, even in narrow stiles. No mortising. 3 types fit doors 11/8"thickness, with a 34" wardrobe type. Latch and thumb button types with



emergency unlocking feature adaptable to either hand. Pin tumbler cylinder in escutcheon is optional. Exterior parts solid brass. Escutcheons measure 4½" x 2%".

MINIMUM BACKSET DEADLOCKS FOR STANDARD CYLINDERS

Can Be Keyed to Any Job



For narrowest extruded aluminum, structural steel and wood stiles. Series 970 Deadlocks for standard cylinders have 13/6" backset, 13/6" depth. Fifteen other standard backsets to 13/4". Series 980 identi-

cal except for 3/4" dia. pin tumbler cylinder and 1516" backset. Rugged steel and brass construction, armored bolt with 5/4" throw, bronze or aluminum face and strike. Radius, flat and bevelled faces interchangeable.

TEMPERED GLASS DOOR DEADLOCK

Takes the place of 2 locks. Has single or double bolts and 1 or 2 cylinders. Handle operates bolts in sequence, cylinder locks handle. Designed for and can be installed in any tempered glass door top or bottom channel. 4 sizes: 1-15/16" High x 1-13/32" Wide.



CYLINDER SLIDING DOOR LOCK

Operates by cylinder from one or both sides. Fits all standard cylinders with adapter cams furnished, (specify when using Yale). Solid bronze face, strike & bolt. Heat treated aluminum alloy case. Use your own cylinders and trim. Also used as jimmy-proof lock.

Also — Adams-Rite Solid Brass Sliding Door Flush and Edge Pulls, Surface and Jam Bolts and Ball Latches



Asphalt Roof Shipments Up 76 Per Cent in 10 Years

SEVENTY-SEVEN million squares of asphalt roofing, an increase of 76 per cent in 10 years, were shipped in 1948, according to statistics of the U.S. Department of Commerce. Last year's figure, which excludes saturated felt, is 30 per cent higher than in 1941, prewar peak production year. Asphalt roofing has been supplying 84 per cent of the nation's roofing require-

WHOLESALE PRICE INCREASES From 1926 to Dec. 1948 1926 = 100% INCREASE OF PERCENTAGE SOURCE : Bureau of Labor Statistics ments.

The Bureau of Labor Statistics reports that in December, 1943, the wholesale price of asphalt strip shingles was only 5.7 per cent bove 1926, the base year from which the rise and fall of whole prices is computed. This compares to an increase of 102 per cent for all building materials; 62.2 per cent for all commodities; 72.1 per cent for raw materials; and 57.5 per cent for manufactured products.

The Asphalt Roofing Industry Bureau has reported that production in 1949 is expected to enable the industry to meet the heavy demand for both repairs and new construction.

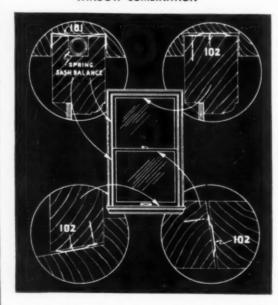
Heintz Named President Of Creo-Dipt Company

CHARLES E. HEINTZ, formerly director of sales for the Creo-Dipt Co., Inc., North Tonawanda, N.Y. and its Canadian subsidiary, Creo-Dipt of Canada, Ltd., has been elected president of both companies, succeeding Paul H. Puffer, who has held the position since 1945.

Heintz, who holds the degree of mechanical engineer from Stevens Institute of Technology and an M.S. degree from Harvard, joined the Creo-Dipt company in 1948.

HETTINGER'S





Thousands of dealers are now getting their TRIPLE SEAL requirements from these jobbers and many others

American Sash & Door Co. Kansas City, Ma.

E. E. Bach Millwork Co.

Bardwell-Robinson Co. Fargo, N. D. Builders Wholesale Supply Co.

Carr & Moehl Co.
Des Moines, lowa

W P. Fuller Co.

Portland, Oregon Houston Sash & Door Co. Houston, Texas

Indiana Wholesalers, Inc. Evansville, Ind.

Rock Island Lumber Co. Buffalo, N. Y.

Scott Graff Co. Duluth, Minn

Yexas Sash & Door Co. Fort Worth, Texas

Whitmer-Jackson Co. Rochester, N. Y.

Many profitable trade areas still We welcome dealer and jobber inquiries.

SASH BALANCES AND SPRING BRONZE METAL WEATHERSTRIPPING Complete Unit Carton Packaged - Any Size \$3.50

SEE YOUR LUMBER DEALER THE WEATHERPROOF PRODUCTS CORPORATION

329 Westport Road

Kansas City 2, Missouri

JEfferson 3133



NEW RED TOP BLANKET BATTS



New Red Top mineral wool blanket batts are now available on a nation-wide basis. Builders everywhere are hailing this product for fulfilling every modern insulation requirement. Now, Red Top blanket batts are enclosed for cleaner, easier handling... are built with a triple-strength application flange that saves time and labor. Always look for the bright red jacket for the best in insulating value!

See your USG representative, or write Department 143, 300 W. Adams St., Chicago 6, Illinois



United States Gypsum

For Building . For Industry

Gypsum • Lime • Steel • Insulation • Roofing • Paint

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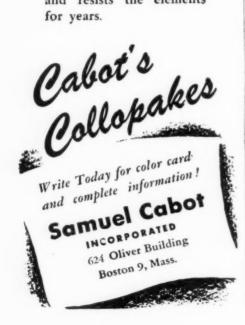
made by our patented collopaking process, offer you a wide choice of beautiful, non-fading colors. Development builders can find the right color for every design and a variety of color combinations that give each

CABOT'S HOUSE PAINTS.

individuality.

Cabot's Collopakes produce a porcelain-smooth surface that shows no brush marks and resists the elements

house in a group pleasing



Space Can Be Added To Homes by Use of Radiant Baseboard Heat

RADIANT baseboard, designed to occupy approximately the same space as conventional wooden baseboard and to free space by replacing the standing radiator, is one of the newer heating methods well-suited to the trend toward smaller homes.

The U.S. Comfort Ray Baseboard, manufactured by the United States Radiator Corp., Detroit, is



designed for use with hot water heating systems, and distributes heat by convection and by radiation. The baseboard is usually installed along the cold or exposed outer wall of a room, but can be extended around corners or around the entire room.

Among the advantages of radiant baseboard pointed out by the manufacturers are space-saving, which permits greater flexibility in furniture arrangement, inconspicuousness and greater comfort through floor level heat. Tests made in a home equipped with radiant baseboard during sub-zero weather showed a floor-to-ceiling temperature differential of only a few degrees.

Since installation of the units requires no change in building construction, they may be used for remodeling and modernization, as well as for new homes. The baseboards can be painted to harmonize with surroundings.

New Chart Valuable In Plywood Estimating

A QUICK-ESTIMATING cutting chart for computation of plywood panel sizes, prepared by the sales and engineering department of the Davis Plywood Corp., Cleveland, Ohio, is now being made available to lumbermen.

The chart, a time-saver in estimating panel size needs, can be obtained free by writing to the corporation at 12555 Berea Road, Cleveland 11, Ohio.

Shevlin-McCloud **Lumber Company**

Successors to Shevlin Pine Sales Co. *Member of the Western Pine Association.



SELLING THE PRODUCTS OF *The McCloud River Lumber Co. McCloud, California

*The Shevlin-Hixon Company Bend, Oregon

SPECIES

PONDEROSA PINE (PINUS PONDEROSA)

SUGAR (Genuine White) PINE (PINUS LAMBERTIANA)

900 First National Soo Line Building

MINNEAPOLIS 2, MINNESOTA DISTRICT SALES OFFICES:

NEW YORK 17 1604 Graybar Bldg. 1863 LaSalle-Wacker Bldg. Lexington 2-9117 Central 9182 SAN FRANCISCO 5 1030 Monadnock Bldg. Exbrook 2-7041

SEAL-ALL CLIPS



A simple sturdy clip designed to interlock shingle sections and prevent raising of asphalt shingle tabs. The perfect clip for hexagonals, 3 in 1 strips and

individuals laidup Dutch Lap method.

- Made of solid copper wire pliable yet strong enough to anchor single sections.
- Cannot rust out.
- Hammer is only tool necessary.
- Easy to handle.
- Beauty of roof unmarred.
- Perfect on repair jobs to correct leaky, unsightly roofs
- Millions in use since 1935.

SEAL-ALL CLIP COMPANY

BOX 302A

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EACH OF THE 1000 HOMES in the Richland, Washington, Housing Project has aluminum heating ducts throughout. Central

Service Company, Seattle, is the builder, J. Fletcher Lankton-John N. Ziegele, Peoria, Ill., Architects and Engineers.

Aluminum ducts cut installation and fuel costs in 1000 home project!

HERE'S HOW: Thanks mainly to reduced surface radiation loss, 5 to 30 per cent more heat is delivered through ducts of Kaiser Aluminum than through ducts of other materialseven though initial air temperatures are identical!

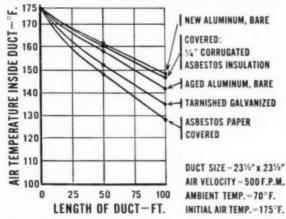
Result: Installation savings are possible through elimination of insulation. And fuel consumption is cut because of lower required B.T.U. input.

These facts were proved in tests made by Aladdin Heating Corporation, Oakland, under the direction of a Professor of Mechanical Engineering and a Research Engineer of a major U. S. university. (Name of school on request.)

On the left, below, is a graph showing results of their tests. Note that new, bare Kaiser Aluminum is even more efficient than a far more costly material! And that aged, bare Kaiser Aluminum delivers only slightly less heat than the costlier material!

What's more, ducts made of Kaiser Aluminum are light, easy to handle, yet tough. During installation they mean less worker fatigue, less wear on shop equipment, fewer steps in handling. On your next job, specify ducts of Kaiser Aluminum!

INSIDE AIR TEMPERATURE DROP FOR DUCTS WITH VARIOUS OUTER SURFACES



THIS COMPARISON of duct materials proves why you should choose Kaiser Aluminum for all heating system ductwork!

Permanente Metals

PRODUCER OF

Kaiser Aluminum

NEW! FREE BOOKLET with complete specifications to show you can cut duct installation costs and offer clients lower fuel costs with Kaiser Aluminum. Write for "New Conceptions in Ductwork." Consumer Service Dept. AB-6, Permanente Products Company, Kaiser Building, Oakland 12, California.

Permanente Products Company, Kaiser Building, Oakland 12, Calif. • Sales Offices and Warehouse Distributors in principal cities.

Anie

Here's BUILT-IN Sales Appeal

Built-In Radio Installations in

Kitchens, Bedrooms, Bath, Etc.



THE Flush Wall Radio fits in perfectly with today's popular trend to built-in appliances and appointments in the modern home. Architects and builders find it gives that touch of individuality and charm which means added sales appeal.

And homeowners are enthusiastic about the Flush Wall Radio for it enables them to enjoy the convenience of several fine quality radios throughout the house-in kitchen. bathroom, bedrooms, study, recreation room, children's rooms-in addition to their large conventional living room radio.

FLUSH WALL RADIO FEATURES:

- 5-tube AC-DC Super-heterodyne Licensed by RCA and Hazeltine.
- 2. Easy Installation— Comes with Steel Box, Comes with Steel Box, 61/2" x 95/8" x 37/8" deep, which Goes Between Studding. As Easy to Install as an Electrical Receptacle Outlet.

 Easy to Service—Chossis Swings Out On Patented Adjustable Slotted Hinges.
- Attractive Instrument Panel 7-13/16" x 11-7/16". Plastic panels available in Wide Choice of Colors to Harmonize with Room Decoration.
- Approved by Under-writers' Laboratories for Built-in Installation.

Retail Price, Radio, Model 5P\$34.95

Panels Extra From \$2.45 to \$4.45



RADIO

BUILDERS AND DEALERS! Write today for SPE-CIAL TRADE NET PRICES and complete infor-mation, etc., to FLUSH WALL RADIO CO., Dept. 6-A, 9 West Park Street, Newark 2, N. J.

Minnesota and Ontario Announce Personnel Change

THREE ORGANIZATIONAL changes in the Minnesota and Ontario Paper Co., Minneapolis, Minn., including the creation of the post of Insulite sales promotion manager, have been announced by C. T. Mc-Murray, vice president in charge of

G. F. Hoppe, formerly advertising manager, has been appointed to the promotion position and will be in charge of executive planning of all



G. H. ALARIK

G. F. HOPPE

Insulite sales promotion programs. Hoppe, who has been affiliated with several leading building material manufacturers, joined the organization in 1938.

The new advertising manager for all operating divisions is George H. Alarik, who joined the firm in 1948 as assistant to the advertising manager. He is a former account executive for Melamed-Hobbs advertising agencv. Minneapolis.

Clark Taube has been assigned as assistant to the advertising manager. Taube has been with the organization since 1947 as a market analyst.

Allis-Chalmers Elects Walter Geist to Eighth **Term as President**

IN a meeting May 5, stockholders of the Allis-Chalmers Manufacturing Co., Milwaukee, Wis., elected Walter Geist to his eighth term as president, re-electing at the same time all officers and directors of the company.

Directors re-elected at the annual meeting are James M. Barker, Chicago; W. C. Buchanan, Milwaukee; Ernest Mahler, Neenah, Wis.; Arthur W. Butler, New York: Hugh Comer, Sylacauga, Ala.; Louis Quarles, Milwaukee; James D. Cunningham, Chicago; W. C. Johnson, Milwaukee, executive vice president of the general machinery division; Walter Kasten, Milwaukee: Leigh Willard, Cleveland; and W. A. Roberts, Milwaukee, executive vice president of the tractor division. Geist was also reelected to the board.

RESIDENTIAL INCINERATOR



ESSENTIAL AUTOMATIC

Easy even-block installation. Fits in base of chimney. A low cost packaged unit, completely insulated, Write direct for information.

> Residential and industrial territories still open.





AMAZINGLY FAST!

Cleanly Removes, Paint, Finish, Rust, etc. from Wood, Metal and Masonry, gets in corners. Extra blades individually packed NATIONALLY ADVERTISED



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Architect, builder, home-owner-everyone profits when Stanley Matching Cabinet Hardware is recommended and installed.

It's distinctive and long-lasting-adds to the value of a house. Latches and hinges, door and drawer pulls match-no need for guesswork in selecting the right combination for cabinets. It's made by Stanley, a name recognized and trusted by home-owners—builds client confidence.

To make the homes you build more desirable and easier to sell, specify Stanley Matching Cabinet Hardware. Nothing can match it for customer satisfaction. In gleaming chrome or solid brass. The Stanley Works, New Britain, Conn.





Hidalist

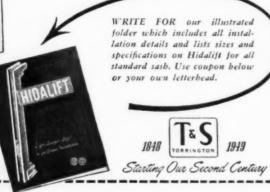
the 100% concealed sash balance

with Hidalift he can design more beautiful windows without unsightly parts of balances showing.

THE BUILDER is all for because he knows it's faster and easier to install. THE HOMEOWNERS love Hidalift because of its positive action, ease of operation and lifetime wear.

WE (at T & S) like Hidalift

because our faith in its superiority has been proven by its amazing sales record. A comparison will prove that Hidalift has all the desirable features a truly modern sash balance should have.



HIDALIFT DIVISION-THE TURNER & SEYMOUR MFG. CO., TORRINGTON, CONN.

Gentlemen:

☐ Send complete liter	ature and prices on Hidalift
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- Send sample Hidalift
- Send name of nearest distributor

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DDRESS

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New houses sell faster when builders can say.

"Every Home I Build Has a SENTRY Built-in Wall Safe!"

Amazingly low-priced in quantities

Crime wave sharpens interest of home seekers everywhere in the protection from theft as well as fire provided by Sentry built-in wall safes.

Built into masonry walls, Sentry withstands heat of blast furnace intensity. Dial ring embossed in door, combination is meddle proof. Built-in precision machined lock is welded to one-piece 12-gauge insulated door, cannot be punched.

Perfect hide-away for valuables,

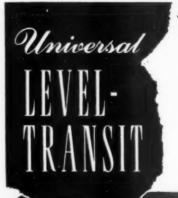
Sentry can't be carted off. Its on-thespot protection is welcome relief from provoking safe

deposit box restrictions.

Have Sentry for a "talking point" in every home you build. See how little it costs, how much value it adds. Write now for complete information.

15" high, 12" wide, 91/2" deep







with coaled oplics

Rugged — accurate — highly dependable, the Universal Level-Transit offers builders an all-purpose instrument of unexcelled practicality and versatility. Quickly converted from a precision level to a highly accurate transit in two easy motions.

Patented ball-bearing race assures perfect adjustment under severest conditions. Telescope 12" long, 25 power, horizontal circle 4½" with Verniers to 5 minutes. Write today for full information—also free booklet, "How To Lay Out Building Lots."

We repair all makes of instruments

DAVID WHITE

311 West Court Street, Milwaukee 12, Wisconsin

Manufacturers of instruments for engineers, surveyors and builders.



400 ADL-5-pin tumbler entry locking set, with deadlatch, for exterior doors.

LOCKSETS

credit to any residence. And for economy, they're tops... new low prices and fast, simple 2-hole installation produce savings up to 20 percent!

But that's not the whole story on Kwikset! For underneath, where quality counts, these rugged locks have what it takes, too! Working parts are of brass stampings or pressure-cast Zamak No. 5, the modern high-test alloy that stands up under years of heavy service.* The more than 4 million Kwikset Locks now in use have proved it!

There's a complete line of Kwikset residential locksets—available for all standard installations and in all popular U.S. finishes, with or without deadlatches.

Handsome in design, beautifully lustrous in handfinished brass, bronze or chrome, Kwikset Locks are a

*Tensile strength, 45,400 lbs./sq. in.; compression strength, 87,300 lbs./sq. in.; impact strength, 18 ft. lb.

Manufactured by KWIKSET LOCKS, INC., Anaheim, California

Unconditionally guaranteed against defective materials or workmanship!
Over 4,000,000 now in use!

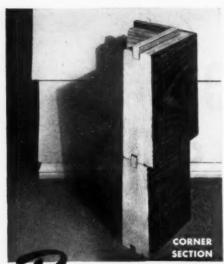
Distributed by

PETKO INDUSTRIES, INC.

1107 East Eighth Street Los Angeles 21, California Please send me complete information on Kwikset locksets and name of my nearest dealer. NOTE: Openings for distributors are still available in a few select territories. Write for details.

Name_____Company____

Street & No._____City____State____



Trofit points to new PEED-WALL

You build much faster with exterior and partition Speed-Wall, the new, amazingly practical materials-method approach to construction. Exterior Speed-Wall is precision-cut from 4" x 12s" random length. Makes studding, diagonal bracing, fireblocking, insulation, plaster and stucco obsolete. Suited for all types of residential or commercial building. May be pre-cut to any floor plan. Exterior and Interior surfaces may be finished natural, stained, painted or varnished. Interior surfaces may be papered, calsomined or paneled. Bath rooms, kitchens may be tiled. Speed-Wall provides 25 to 34% more insulation than ordinary plaster and stucco walls. Designed, engineered to meet building codes. Assures tremendous savings in labor. Speed-Wall is positively the new, quick way to profit in the building field.

To those properly qualified, some EXCLU-SIVE and profitable distributor and dealerships are still available. Wire or write Speed-Wall General Offices.



EXCLUSIVE FEATURES

Made from No. 1 and better air dry Douglas Fir (o.p.). Full floating door and window frames allow for expansion and contraction. Speed-Wall homes give approximately 5% more usable floor space. All electrical wiring and plumbing concealed. Superbly fire-resistant.



P. & F. Corbin Division Makes Sales Staff Changes

THREE changes in the executive sales staff of the P. and F. Corbin division have been announced by Earl V. Pomeroy, vice president of the American Hardware Corp., New Britain. Conn.

Geddes Parsons, former assistant sales manager, has been promoted to the post of sales manager. Assistant Sales Manager William J. O'Day was



GEDDES PARSONS

named manager of stock sales, a newly-created position; and W. R. T. Crolius, the firm's service manager, was appointed assistant sales mana-

Parsons, the third generation of his family to serve P. and F. Corbin in an executive capacity, was educated at Yale University. He joined the firm in 1942 as a production department trainee and was appointed assistant sales manager in 1945.

A graduate of Morse College, Hartford, Conn., O'Day has been associated with the company 13 years. He became assistant sales manager and a member of the sales staff in 1947.

Crolius, a Brown University graduate and a Navy officer in the last war, became affiliated with the firm in 1945. In 1947 he took over the post of service manager.

Combine Surface Combustion Divisions Under One General Sales Manager

THE Janitrol Divisions of the Surface Combustion Corp., Toledo, Ohio, comprising the Aircraft-Automotive Heating division and the Domestic-Commercial Heating division, have been combined under one general sales management, with sales managers for each of the two divisions, C. B. Phillips, vice president of the company, has announced. Robin A. Bell has been appointed general sales manager.

The consolidation was concurrent with the announcement of the separation of Eugene A. Weaver from the organization.





Red Cedar Closet Lining

Only SUPERCEDAR is of the same uniform high quality standard that quarantees guarantees eve package to contain 90% Red Heart of better, and 100% oil content which produc-es the pleas-ing aroma.

SEALED PACKAGED LABELED

Guaranteed 90% Red Heart or Better 100% oil content Suggest Cedar Lined Closets to Every Home Builder. There is Nothing Better than

SUPERCEDAR

More home builders are specifying cedar lined closets today than ever— and Brown's SUPERCEDAR is nationally advertised to thousands of new home prospects, architects and builders.
SUPERCEDAR closet lining is
surfaced, tongue and grooved,
ready to put on with no waste.
Packaged and sealed with the
Geo. C. Brown label and guarantee, famous since 1886. Product of

GEO. C. BROWN & CO. GREENSBORO, N. C. ESTABLISHED 1880

LARGEST MANUFACTURERS OF AROMATIC RED CEDAR IN THE WORLD



Save Time and Money

• Carpenters can cut stair treads and risers in less than half the usual time. Flooring in alcoves, small rooms and clos-ets, are easily measured with the Eliason Automatic Template.

Cabinetmakers save time and material shelves in closets and other hard-to-get-places. Accurate wall-to-wall measure-nts are made quickly and automatically.

◆ Linoleum Layers get a perfect fit in nooks and crannies, stairways and closets, when measuring with the Eliason Tem-plate. Better workmanship in less time.

Craftsmen will find the Eliason Template valuable for hundreds of uses in remodeling and repair work. True inside measurements and angle variations between two surfaces. Ideal for gables, valleys, etc.

Special Introductory \$19.95

A new low price to introduce the Eliason Automatic Template to the building trade.

Measures from 30" to 42". Automatically adjusts to length and angle variations, Metal parts of nickel-plated steel. Write today,

ELIASON TOOL COMPANY
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SMITH and HILL, INC.

Des Plaines, Illinois, builders have demonstrated to Chicago the advantages of site fabrication, expert architectural advice, labor cooperation and LUMITE screening, in mass producing houses that exceed the local average in everything but price.

Illinois Builders Choose Lumite

"We chose LUMITE screening because buyers recognize the value of screening that is immune to rust, rot and corrosion . . . a screening that will not stain or discolor paint under windows . . . a screening that will resist children's rough handling without sagging or bulging."

Facts for Architects and Builders

EFFECTS OF ACIDS, ALKALIES AND SOLVENTS— Essentially none.

NON-INFLAMMABLE — LUMITE will not support combustion . . . is self-extinguishing. Softening point 240°F.

TENSILE STRENGTH, ULTIMATE (of filament)—Up to 40,000 lbs. per square inch.

IMPACT STRENGTH - Greater than conventional screening.

INSTALLATION—Cut with ordinary scissors. Fold cut edges under ½". Tack or staple the screening smoothly and evenly every 1½". Because of inherent characteristics, LUMITE will gradually draw itself into a snug, firm fit.

For further information consult Sweet's File or write Dept. AB-3, LUMITE DIVISION, Chicopee Manufacturing Corporation of Georgia, 47 Worth Street, New York 13, N. Y.

M. E. Smith SMITH and HILL, INC. Des Plaines, Illinois

Architects and builders everywhere specify LUMITE screening knowing that it provides years and years of care-free, dependable service. They've learned that LUMITE is a screening that can take it—that can stand up against every enemy known to conventional screening.

Yes, when you do the job with LUMITE you know it's done right. It's rustproof . . . can never stain walls. It lasts longer and costs far less than any other quality screening—11½ to 12¢ per square foot, retail. Give your clients the benefit of this new plastic screening. Ask your building supply dealer about LUMITE today.

Sold through hardware, lumber and building supply dealers and screen manufacturers.





The CAPITOL Taper Seal GARAGE DOOR

BOTH you and your customer will be satisfied if you install CAPITOL Taper Seal doors on that next garage job, and you'll recommend them consistently, for they're by far the easiest door to

Precision built of finest materials and hardware, parts fit perfectly with minimum labor - tracks automatically line up - four hinged sections and short radius require but minimum clearance unique rabbet seals section joints.

CUSTOMERS LIKE THESE TAPER SEAL FEATURES

Modern Beauty - Balanced Action on Ball Bearing Rollers for "Feather Touch" operation - Complete Taper Seal Weather Protection -Long Trouble-free Service Life - Reasonable Price.

SIZES AVAILABLE

8'0x6'6, 8'0x 7'0 8'0x7'6. 8'0x 8'0 9'0x8'0, 10'0x 7'0 10'0x8'0, 10'0x10'0

See Your Lumber Dealer or Write Us For Prices

CAPITOL PRODUCTS 311 East Adams St. SPRINGFIELD, ILL.

An Established BEST SELLER ... in brass!

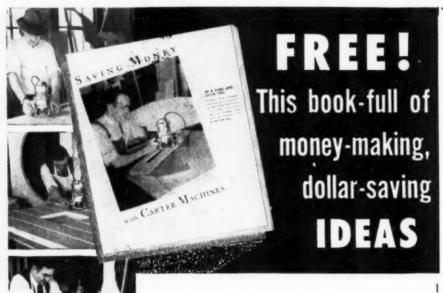
NATIONAL CABINET HARDWARE

An outstanding new addition to the NATIONAL LOCK line of saleable, profitable merchandise. The distinctively-styled, deluxe matched set of cabinet hardware . . . made of brass material with bright brass and lacquered finish. Assortment comes complete with FREE birch counter display board to help you sell.

ASK YOUR JOBBER ABOUT N-90 TODAY

NATIONAL LOCK COMPAN ROCKFORD, ILLINOIS . MERCHANT SALES DIVISION





Stanley Electric Tools, Stanley-Carter Sales Dept. 534 Myrtle St., New Britain, Conn.

Please send me your free booklet, No. C52, "Saving Money with Carter Machines."

Name

Company__

Address



How to make machines make money for you. Pages from the records of successful builders and shops, operation pictures, shortcuts on elaborate jobs, down to earth ideas you can put to work right away. Not a catalog, but a logbook of woodworking experiences with Stanley-Carter Routers and Planes. Just one of these ideas will pay you handsomely for mailing this coupon.



HARDWARE · HAND TOOLS · ELECTRIC TOOLS

SAVE 9 STEPS in Door Installation!

... WITH THIS FENESTRA PACKAGE

HERE'S ALL YOU HAVE TO DO . . .



1. Bolt the strong steel frame together.



2. Erect frame, and brace.



Attach hinges to door and frame and hang door.

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4. Attach lock.

Fenestra* Metal Doors come to you complete with frames and hardware.

Mortising, drilling, tapping and prime painting are all done for you at the factory. Then each Fenestra Door is carefully wrapped to protect the finish. Your dealer has plenty in stock right now. His name is in the yellow pages of the phone book. Call him today.

Doors are also available with the Underwriters' B Label. For further information, call the nearest Fenestra Office, or write to Detroit Steel Products Company, Dept. AB-6, 2260 East Grand Boulevard, Detroit 11, Michigan.

Trademark

HERE'S ALL YOU DON'T HAVE TO DO

- 1. Cut and fit jambs.
- Cut and fit stops.
- 3. Cut and fit trim.
- Mortise frame and door for hinges.
- Mortise frame and door for locks and strikes.
- 6. Cut and fit door.
- 7. Countersink holes.
- 8. Putty holes.
- 9. Prime paint.

Fenestra STANDARD STOCK METAL SWING AND SLIDE DOORS



Deer Trail Lodge

 Summertime is most delightful at Deer Trail Lodge — warm days and cool nights.

There are thrills of horseback riding along beautiful trails, to say nothing of boating on Lake Nokomis with its 45 miles of shoreline. In fact, there is not a dull moment any time of the year for old and young.

Tennis courts, shuffle board, badminton courts, horseshoe courts, archery ranges, swimming — pool and beach, baseball, croquet, bicycling, bowling, trapshooting-all in the midst of Wisconsin's pine country. American plan. Distinguished clientele.

SEND FOR ILLUSTRATED BOOKLET

Deer Irail Lodge

HEAFFORD JUNCTION. WISCONSIN

Zinc Alloy Used for All Sheet Metal Work in 196-**Unit Apartment Project**

AN ALLOY of zinc, copper and magnesium, Eraydo Alloy, manufactured by the Illinois Zinc Co., Chicago, has been used in fabricating all of the termite shields, roof valleys. flashing, gutters and downspouts in a 196-unit New Jersey garden apartment project.

The development is Oakwood Manor at Woodbury, constructed by the Oakwood Building Corp., of which Lewis M. Bleznak is president and



UNIT of Oakwood Manor, Woodbury, N. J.

David A. Bleznak, vice president. The project, originally planned for 148 one and two-bedroom units, is being expanded with a 48 family addition.

The use of pure zinc and zinc alloy sheets for roofing, rain carrying goods and sheet building material specialties has been established in Europe for considerable time, but their appreciable use in the United States has been taking place only in comparatively recent years. Among the advantages of zinc and alloys, the Illinois Zinc Co. pointed out, are its resistance to corrosion in salt atmosphere and to atmospheric pollution in industrial areas, and to the fact that it does not require painting and will not stain surrounding areas of the structure on which installed. Maintenance costs are cut by the non-red rusting quality of the products.

In the Oakwood project, the gutters are half round and the downspouting is round corrugated pipe. Installation was made by I. Alper Co., Camden, N.J. Potts-Farrington of Philadelphia supplied the Eraydo Alloy in sheets and rolls. The product meets FHA specifications.

> NATIONAL HOME WEEK September 11-17



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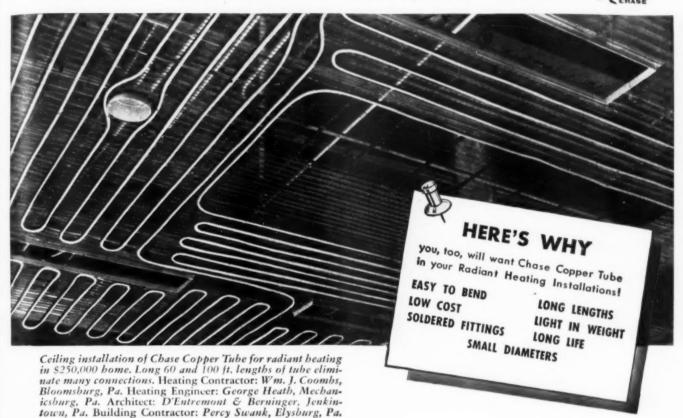
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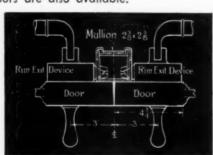
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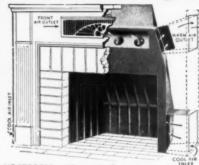
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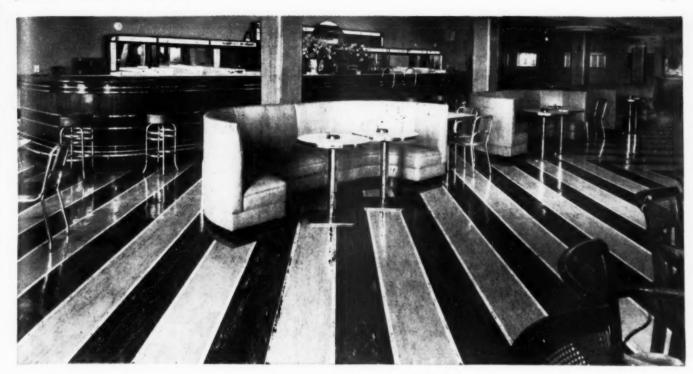
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COMPLETION of more than 1,000 siding jobs during the six years in which he has been in business for himself is the record of Albert Cocco, Pittsburgh siding and roofing contractor.

Before starting his own business, Cocco was a mechanic for customer-dealers of Jones and Brown, Inc., national distributors of Inselbric siding, which is manufactured by the Mastic Asphalt Corp., South Bend, Ind.

Within the space of one city block, on Pearl Street in Pittsburgh's Bloomfield district, Cocco in the last three



years has applied siding to 12 houses. On one job a storefront dwelling was completely renovated and converted into a neat house.

Another special job recently done by the contractor was the fashioning of a false mantel piece and fireplace. This was accomplished by building a wooden box and covering it with Inselstone siding.

Cocco's brother and business partner, Frank, supervises a four-man applicator crew. Frank, one of the first men in the country to apply Inselbric siding, worked as an applicator in Virginia and the Carolinas before joining his brother.

Customers' confidence in his work has played an important part in the rapid expansion of Cocco's contracting business. His advice about jobs is often sought. When asked about color he usually recommends red for city dwellings and buff or stone for cleaner rural areas.

In addition to work on houses, Cocco has made applications on churches, clubs, restaurants, taverns and stores.

Request for Mortgage Insurance on Rentals Increasing

A MARKED upward trend in the number of applications by private home builders for mortgage insurance on rental housing projects throughout the United States during the first two months of 1949 is announced by Franklin D. Richards, Federal Housing Commissioner.

There was a total of 42,836 new dwelling units covered by such applications during January and February.

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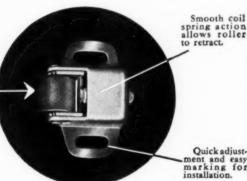
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Philip Carey Board Elects Officers

JOHN W. HUMPHREY, formerly executive vice president of the Philip Carey Manufacturing Co., was elected to the presidency of that company at its recent board of directors annual organization meeting. He succeeds



JOHN W. HUMPHREY

Robert S. King, who became chairman of the board, succeeding George A. Rentschler who continues as chairman of Carey's executive committee.

L. W. Clarke, formerly general sales manager of the firm, was elected vice president in charge of sales. He succeeds E. W. Smith who resigned.

Store Modernization Show Expected to Draw 15,000

ATTENDANCE at the 1949 Store Modernization Show, scheduled for June 19-24 at Grand Central Palace, New York, is expected to be more than 15,000, according to an announcement by John W. H. Evans, president of the Store Modernization Institute and managing director of the annual exhibition. Included will be retailers, architects, designers, contractors, builders and business property owners. Admission is again by registration only.

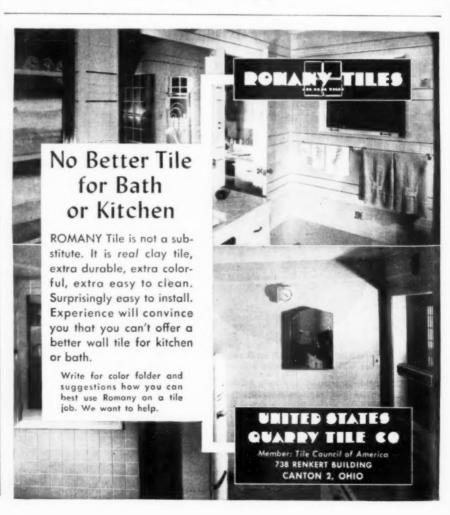
Features of the show will be "cost conscious" clinics, conducted by the New York University School of Retailing, with a number of prominent speakers participating. Subjects include "Store Layout and Traffic," "Store Lighting and Color," "Displays and Fixturing," "Store Fronts" and "Planning and Modernization."

On exhibit at the show will be entries in the national competition for the "Best Modernized Store of the Year." Seven cash prizes, totaling \$500, have been donated by Evans. A committee of retail executives and architects, nationally known for their store modernization work, will serve as judges.

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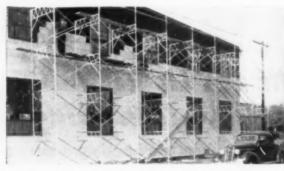
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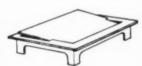


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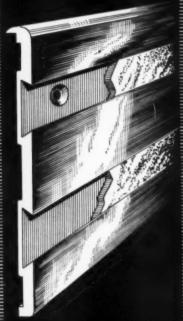
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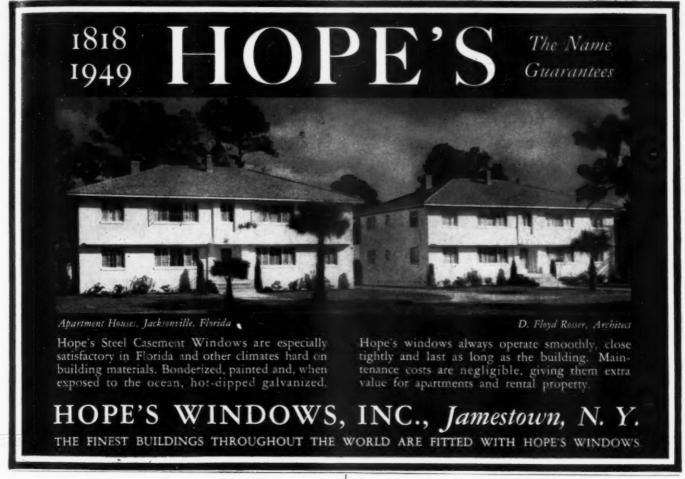
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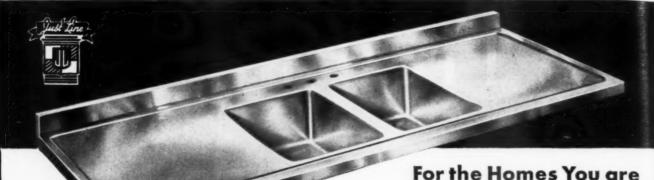
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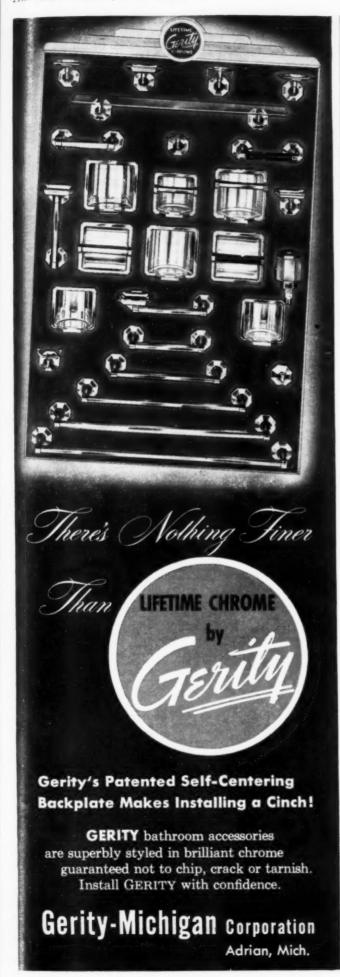
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